



PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. XLIX. NEW YORK, NOVEMBER 30, 1904.

No. 9.

The Woman's Magazine's Guarantee To Subscribers

ADVERTISEMENTS

The publishers of THE WOMAN'S MAGAZINE use every reasonable effort to see that only the advertisements of reliable houses appear in its columns. While we cannot undertake to adjust mere differences between advertisers and their customers, yet we will make good, in *Dollars and Cents*, the actual loss any subscriber sustains from being swindled by any advertiser in our columns.

The above guarantee to subscribers appears on the editorial page in every issue of **The Woman's Magazine.**

LEWIS PUBLISHING CO., PUBLISHERS.

Capital, \$1,200,000.00, FULL PAID.

CIRCULATION EACH ISSUE GUARANTEED TO EXCEED

1,500,000

going into one out of every ten homes in the United States. When we say it GOES INTO one out of every ten homes—we mean it. Every copy CIRCULATES. Not a copy is WASTED. Each copy goes out in a separate wrapper—INTO A HOME. There is no NEWS-STAND "SHELF" circulation with THE WOMAN'S MAGAZINE. One copy, going into one home, is worth more to the advertiser than a "ton of waste paper" going into the dump—or back to the mill to be re-ground into paper. Buying CIRCULATION by the agate line and getting waste paper by the TON is expensive business for the advertiser.

ADV. DEPT.,

THE WOMAN'S MAGAZINE

ST. LOUIS, MO.

(◎◎) GOLD MARK PAPERS (◎◎)

(◎◎) Advertisers value these papers more for the class and quality of their circulation than for the mere number of copies printed. Among the old chemists gold was symbolically represented by the sign Au .—Webster's Dictionary.

Out of a grand total of 23,265 publications listed in the 1904 issue of Rowell's American Newspaper Directory, one hundred and nine are distinguished from all the others by the so-called gold marks (◎◎), the meaning of which is explained above.

The charge for advertisements entitled to be listed under this heading is 20 cents a line per week.

WASHINGTON, D. C.
THE EVENING STAR (◎◎), Washington, D. C.
Reaches 90% of the Washington homes.

ILLINOIS.
TRIBUNE (◎◎). Only paper in Chicago receiving this mark, because TRIBUNE ads bring satisfactory results.

BAKERS' HELPER, (◎◎), Chicago, only "Gold Mark" baking journal. Oldest, largest, best known. Subscribers in every State and Territory.

GEORGIA.
THE MORNING NEWS (◎◎), Savannah, Ga.
A good newspaper in every sense; with a well-to-do clientele, with many wants and ample means. Only morning daily within one hundred miles.

KENTUCKY.
THE COURIER-JOURNAL (◎◎), Louisville, daily, Sunday and weekly. Not only has class and quality of circulation, but also quantity. While an old and conservative newspaper it has never lacked progressiveness. It was the first paper outside of New York city to introduce the Mergenthaler linotype machine. It is carried every day of the week on a special train of its own to the heart of the wealthy "Blue-grass region," and has a larger circulation in that territory than any other daily.

MASSACHUSETTS.
BOSTON EVENING TRANSCRIPT (◎◎), established 1830. The only gold mark daily in Boston.
BOSTON PILOT (◎◎), every Saturday. Roman Catholic. Jas. Jeffrey Roche, editor.

MINNESOTA.
THE NORTHWESTERN MILLER (◎◎), Minneapolis, Minn.; \$3 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (◎◎).

NEW YORK.
THE POST EXPRESS (◎◎), Rochester, N. Y. Best advertising medium in this section.

ENGINEERING NEWS (◎◎).—The highest technical authority in journalism.—*Brooklyn Eagle*.

HARDWARE DEALERS' MAGAZINE.
In 1903 no issue less than 7,000 (◎◎).
D. T. MALLETT, Pub., 363 Broadway, N. Y.

THE NEW YORK TIMES (◎◎). "All the news that's fit to print." Net circulation exceeding one hundred thousand copies daily free of returns.

ELECTRICAL WORLD AND ENGINEER (◎◎), established 1874; covers foreign and domestic electrical purchasers; largest weekly circulation.

BUFFALO COMMERCIAL (◎◎). Desirable because it always produces satisfactory results.

CENTURY MAGAZINE (◎◎). There are a few people in every community who know more than all the others. These people read the CENTURY MAGAZINE.

NEW YORK TRIBUNE (◎◎), daily and Sunday. Established 1841. A conservative, clean and up-to-date newspaper, whose readers represent intellect and purchasing power to a high-grade advertiser.

OHIO.
CINCINNATI ENQUIRER (◎◎). Great—infant—of world-wide fame. Best advertising medium in prosperous Middle West. Rates and information supplied by Beckwith, N. Y.—Chicago.

PENNSYLVANIA.
THE PUBLIC LEDGER (◎◎), the ONLY newspaper admitted into thousands of Philadelphia homes. "Philadelphia's landmarks: Independence Hall and Public Ledger." Circulation growing faster than for 50 years; leader in Financial, Educational, Book, Real Estate, Auction, and all other classified advertising that counts.

THE PITTSBURGH DISPATCH (◎◎), Pittsburgh, Pa. Delivered in more homes in Pittsburgh than any other two Pittsburgh newspapers.

SOUTH CAROLINA.
THE STATE (◎◎), Columbia, S. C., reaches every part of South Carolina.

VIRGINIA.
NORFOLK LANDMARK (◎◎) has quantity as well as quality. Goes into 80% of the homes in Norfolk and vicinity.

WISCONSIN.
THE MILWAUKEE EVENING WISCONSIN (◎◎), one of the Golden Dozen Newspapers.

NOVA SCOTIA, CAN.
THE HALIFAX HERALD (◎◎) and the EVENING MAIL. Circulation exceeds 16,000, flat rate.

ONTARIO, CAN.
LONDON FREE PRESS (◎◎), only morning noon, evening in Ontario. Best condensed medium, circulation map and rates on application.
FREE PRESS PRINTING CO., Ltd., London, Ont.

THE TORONTO GLOBE (◎◎)
Canada's National Newspaper. United States representatives, BRIGHT & VERREE, New York and Chicago. Sworn circulation exceeds 50,000.

Considering that the gold marks (◎◎) are diligently sought for by publishers and rarely bestowed by Rowell's American Newspaper Directory, it would seem that those who enjoy their possession would proclaim that fact prominently and frequently.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29 1893.

VOL. XLIX.

NEW YORK, NOVEMBER 30, 1904.

No. 9.

NEW ENGLAND AS A MARKET.

"New England for the Advertiser" is a large book just published by M. Wineburgh & Co., who control the streetcar advertising in that territory. Compiled after a year's work by Bert M. Moses, its first purpose is to show the cheapness and profitableness of streetcar advertising in Boston and New England. Mr. Moses says:

Your attention is called in particular to the detailed manner in which we have shown our circulation. Please notice that we have taken it all to pieces and shown the outside, the inside, the top and the bottom. This book is a recognition of the right of the advertiser to know what he gets for his money. We believe that in a short time the man who buys space, whether it be in newspapers, magazines, street cars or what-not, will insist upon being informed in detail everything about the circulation he is buying. The time is coming when the dishonest publisher and dishonest seller of advertising of any kind is going to be driven out of business. The advertiser is demanding more and more that the books be opened. He wants to see what the package looks like after the string and the paper are removed. PRINTERS' INK, more than any other influence, has brought this condition about. Mr. Rowell has for many years worked sincerely and persistently to this end. Advertisers are becoming more and more particular every day, and they can all thank PRINTERS' INK for driving a good many of the circulation liars out of business.

Each town has a page to itself in this volume. The name of the streetcar company is given, with the number of cars it runs, the number of passengers carried last year, miles of trackage, population served by the cars, the mileage covered by cars for the past fiscal year, the towns and villages through which the cars pass, their population, and the exact number of merchants in each place, including groceries, drug stores, dry goods, general, liquor, hardware, department, furniture, hat, jewelry,

shoe, clothing and tobacco stores, haberdashers' shops, bakeries, music dealers, etc. These statistics are grouped and compared with other advertising mediums on a basis of cost and circulation, and Mr. Moses makes out a case that is superlatively strong.

The most interesting part of his book, however, is found in the pages devoted to New England as a market. Mr. Moses says that in all the world there is no market so alluring, so desirable, so easy to reach. Its history constitutes a series of paradoxes. It is, to begin with, a section devoid of raw materials. New England leads in cotton manufactures, yet does not grow a pound of cotton; she makes more shoes than all the rest of the country combined, and still produces no hides; she leads in the wool industries, yet raises no sheep; she produces no coal or iron, yet most of her great industries have largely to do with these commodities; all raw materials are brought in, and when she has made up her goods she has to go outside for her chief markets. There is no parallel to this in the United States. New England makes every year over \$117,000,000 worth of boots and shoes, over \$56,000,000 worth of foundry and machine-shop materials, more than \$22,000,000 worth of paper. Other leading items are: Confectionery, \$7,000,000; cordage and twine, \$9,600,000; electrical apparatus, \$10,000,000; jewelry, \$10,000,000; lumber, \$12,000,000; tannery products, \$26,000,000; printing and publishing, \$29,000,000; rubber and elastic goods, \$14,000,000; slaughtering products, \$32,000,000. New England has fifty per cent of all the cotton spindles in the United States. She leads all other States in the woolen industry. She is su-

preme in the manufacturing of shoes. The making of jewelry is far in advance of any other section of the country, and the product is distributed throughout the world. The greatness of New England proceeds largely from the little State of Massachusetts, whose area is only 8,040 square miles. Within this limited area there are 2,805,346 people. This is greater than the combined population of the three Pacific Coast States of California, Oregon and Washington, which contain only 2,416,692 people, and still have an area nearly forty times greater than Massachusetts. The last census showed that Massachusetts had more than 32,000 manufacturing establishments, representing an invested capital of \$840,000,000, and employing more than a half million wage earners.

The State yearly manufactures textile goods to the value of \$214,000,000, exceeding Pennsylvania, its closest competitor, by \$56,000,000. Massachusetts alone contains more than one-half the population of New England and yet it occupies a little less than one-eighth of the total area.

In all New England there are some 4,000 communities, made up of cities, towns and villages. In a great majority of cases these communities lie close together. Density of population has no equal anywhere else in the United States. Even in all the world there is no community where so many intelligent people are grouped together in so many individual localities. Each locality is supplied by separate and distinct stores, and it is this feature that makes New England so sought after by the distributors of goods, because density of population makes the distribution of goods not only easy but inexpensive. A traveling salesman in New England can cover more territory in a given time and reach a larger number of places than is possible anywhere else in the United States. Within a radius of 100 miles of Boston there are over 900 cities and towns on steam railways alone. Every manufacturer knows that a very big item of cost is that which comes from selling goods after they are made. In

New England the placing of goods on the market is done at a remarkably small cost, simply because distances are remarkably short.

Mr. Moses finds that the people of New England, like the people everywhere else, have their own distinctive peculiarities. They are clannish and provincial, in the better sense of the word, and are not easily swayed by frivolous things. Their character is substantial and has been inbred for generations. Any advertiser who goes to New England with goods that will not bear inspection of the hall mark will find an unresponsive public. The same thing is true of any advertiser who goes there and attempts to influence business through frivolity rather than substantial arguments. There is, perhaps, no community anywhere which exercises the scrupulous discernment and discrimination of the New England people as a whole body. Intelligence is the most marked characteristic of all, and this characteristic pervades the upper classes, those lower down and those in between. It is really astonishing to a visitor in New England to find how intelligently and how thoroughly all general topics are discussed by all the people. One of the shrewdest advertisers in the United States says the reason the New England market is so much sought by the experienced advertiser is that the buying is done almost exclusively by the mistress of the house, and this mistress has inherited for generations the characteristics of her forefathers, which is to buy good things even though she does not buy so often. The same advertiser also says that the servant in New England is entirely eliminated when it comes to specifying the brands of goods bought. In other large centers of population, and particularly in New York, it is the servant who does most of the buying, and she is influenced more by the tip of the butcher and baker than she is by advertising or the brand of goods. An advertiser in New England should address all his arguments to the head of the house, and bear further in mind that this head is an intelligent one.

Little Lessons in Publicity.—New Series.—E.

THESE EVENING PAPERS Should Interest You

It is a well-known fact that in population centers like Indianapolis, Minneapolis, Montreal, Washington and Baltimore, the newspaper that is read most thoroughly and carefully for the bargain news of the day—the store news—is the evening paper.

Advertisers who have used the following clean evening dailies know their value. Here are five silent salesmen that will carry your announcements into the homes of the buying classes in these well-known cities, at a time when there is leisure and inclination for reading.

THE INDIANAPOLIS NEWS is well known as the great evening paper of Indianapolis and Indiana. It has a sworn paid circulation exceeding 74,000 copies daily. Leads in circulation. Leads in results.

THE MINNEAPOLIS JOURNAL is the great evening daily of the great Northwest. It reaches 90 per cent. of the purchasing classes in Minneapolis, and carries more foreign advertising than any other Minneapolis paper.

THE MONTREAL STAR is the great evening paper of Montreal and reaches 90 per cent. of the English-speaking homes in that city. Circulation greater than all other Montreal (English) papers combined.

THE BALTIMORE NEWS is the great evening daily of Baltimore, having the largest circulation in its city of publication. It brings the best results to advertisers.

THE WASHINGTON STAR is the great evening paper of Washington; a silent salesman that is received into over 92 per cent. of the white homes at the National Capital.

Evening papers are winners. Let me demonstrate further.

DAN A. CARROLL,

Special Representative,

Tribune Building
New York

W. Y. PERRY,
(Western Manager)

Tribune Building
Chicago

A BILLBOARD THAT CHANGES ITS POSTERS.

An interesting mechanical device for outdoor advertising, known as the Advergraph, is now being installed in prominent locations in New York City. Devices of this character usually border on the freakish so far as practical requirements of dignified advertising are concerned, but the Advergraph seems entirely dignified, and solves a difficult problem in outdoor advertising in cities, where space is both scarce and costly. In the space ordinarily required for a single eight-sheet billboard the Advergraph shows twenty eight-sheet posters in succession. It is a large frame, with a depth of about eighteen inches, which holds both posters and mechanism. This frame is enclosed in plate glass and entirely waterproof, windproof and dustproof, so that posters need no renewing. Run by a small electric motor, the device unrolls its twenty posters one after the other, each being displayed nine seconds. The action is somewhat like that of a theater drop curtain, and pleasing to watch. At night the posters are illuminated by incandescent lights placed around the frame. Ordinarily eight-sheet posters are used, being mounted on canvas. The device is entirely automatic. In the morning it turns on its own power. At the proper time in the evening it turns on its own lights, and when "quitting time" comes it stops. On Sunday it rests.

The Advergraph is the invention of W. Howard Bender, a member of the Bender-Martin Company, which has patented it in the United States and foreign countries, and will operate the mechanism in New York City and Brooklyn. The rights to the Advergraph are to be leased to operating companies in other cities. The company has the device on view at its offices, 161 Elm street, New York, and will soon have it in operation at fifteen stands in New York and six in Brooklyn. The first is being installed at 525 Fifth avenue, opposite Sherry's, while other locations have been secured at the

Manhattan end of the Brooklyn Bridge, on 116th street and Seventh avenue, and on 125th street between Seventh and Eighth avenues. Locations are on the roofs of one and two-story buildings, giving a good view from the sidewalk. By showing twenty posters where one has heretofore been shown, the earning power of choice outdoor locations is increased twenty-fold. Operating expenses are, of course, larger than for an ordinary billboard, but the cost of this form of advertising, according to Mr. Bender, is less "per thousand circulation" than that of any previous kind.

The Advergraph has other interesting uses. The company makes it in smaller sizes, taking a half-sheet, one-sheet, three-sheet or four-sheet. It is also made in the size of a streetcar card, and can be installed in the ordinary streetcar space, showing twenty changes. Current from the trolley wire is employed in operation, and the streetcar Advergraph is very compact, being only five inches deep. Several department stores have contracted for the device, to be placed in prominent parts of the store for announcing special sales in various departments. A large Advergraph is to be placed in the Grand Central Station, announcing the departure of one hundred trains daily without attention from anyone. Vaudeville theaters will use it to announce "turns" from the stage. A small Advergraph is made for use in kindergarten work in schools, another form is designed to show bulletins in front of newspaper offices, and still another for window display. The cost of operating the machine is from four cents a day upward, according to size. It operates noiselessly, and is said to be extremely inexpensive in maintenance.

Lincoln Freie Presse

GERMAN WEEKLY,

LINCOLN,

NEB.

Has the largest circulation of any newspaper printed in the German language on this continent—no exceptions.

Circulation 152,062

RATE 35 CENTS.

ADVERTISING HIGH-GRADE READY-MADE CLOTH- ING.

High-grade ready-made clothing for men is being exploited to a great extent in the advertising pages of the magazines—and some manufacturers are using the daily papers as well. The advertising is, as a rule, artistic. Its chief characteristic is the use of the figures of well-dressed men as illustrations, these figures, in many cases, being the half-tone reproductions of photographs from living models. So far as the eye is concerned, these ads leave little to be desired. But, when it comes to convincing the minds of their readers, they are lamentably weak. They talk of "incomparable cut," "perfect fit," "faultless finish," and the like—but they never drift away from the glittering generalities that apply equally well to every cheap "hand-me-down" suit in the country.

Now the situation is this:

The American man of to-day is wearing more clothes, and better clothes, than he has ever worn before. Social and business conditions demand it. He realizes the truth of the statement that to become prosperous, one must appear prosperous.

Also, the American man of to-day is in a perennial hurry. He doesn't care to waste time at a tailor's. He objects to paying three or four visits. He has the money in his pocket, and he wants to walk in, buy his suit, have it sent home and be back to his store or office in half an hour.

Consequently the demand for good ready-made clothes is on the increase.

But clothing is a mystery to the average man. He does not know how it's made, nor what constitutes goodness in a suit or overcoat. And he is apt to buy blindly, and, when the suit that looked so well at the start begins to wrinkle and lose shape, he is apt to condemn all ready-made clothing and go back to his tailor.

Now the way to overcome this is for the maker of good clothing to educate Mr. Man—to show him how to judge clothing. Let the

ads be educative. Let them tell how good clothing is pounded and kneaded and stitched, until the shape is a permanent part of the clothes themselves. Let them explain the details of collar-making. Let them point out the places where inferior material can be worked in. Let them tell how and why the making of a coat as it should be made costs more than the making of an entire suit if the garments are thrown together. Let the advertising man spend a week in the factory—let him examine every process—let him live with the clothes themselves, and then let him tell what he knows in good, forcible, straight-from-the-shoulder English. And this, coupled with the attractiveness of present-day advertising, will make a combination so strong that it will add many times to the effectiveness of the advertisements.

"Sounding brass and tinkling cymbals" aren't in it with facts—and no subject offers a wider opportunity for facts than the advertising of good ready-made clothing. JAMES W. PEMBERTON.

More publishers' advertising appears in The

Chicago
Record-Herald

than in any other newspaper in the entire West.

EXPERIENCES AND CON- CLUSIONS OF A FEMALE AD-SCHOOL GRAD- UATE.

The writer of this story, a young woman, called upon the Little Schoolmaster in her search for work as an advertiser. The Little Schoolmaster could not employ her, but gave her some advice, and as a means of helping her and at the same time learning her experiences and trials in search for work asked her to write her own story for a price stated, and paid in advance. Here follows the story. No attempt was made to edit the graphic description, doing so would probably have injured the value of the story. The writer is battling for existence; she appears to be bright, sensible, honest and worthy of consideration.

This is the tale of an ad school graduate in New York; if it seems also that of a lamb among wolves, plain speaking must be pardoned; for I have promised to tell the truth.

When I started to take up the study of advertising, I was the Director of an Industrial Club for Working Girls in Saratoga, N. Y., on the salary of \$500 a year.

My reasons for wishing to change my occupation were that I felt the need of a change of work, one that would give me more room for self advancement. I wanted more room to breathe, a place where one could express individuality and try experiments without fear of the consequences of their failure on a number of other people, and I wanted more money with which to do these things.

I chose Mr. Powell's Correspondence Course, because his advertisements of what he had to offer were the most convincing in their tone and—here comes the woman's reason—because I liked his face.

The tuition was \$30. I paid in installments of \$10 a month. The lesson envelopes came once a week, two lessons in each. There were fifty lessons in all, which took me about eight months to finish, working as I did in my spare time, perhaps one hour a day. Practically the whole course was criticising ads of different businesses and trying to improve on them.

The work was sent back to Mr. Powell each week, and always returned with criticisms which I

knew applied to my own efforts, and which I felt to be just, even when they sometimes hurt.

The principle which was urged from first to last was: "Get all the data you can about the article you are writing on; try to think up arguments which will appeal to the class of people you are trying to reach; then tell the best points about your proposition as clearly as you can and in as few words as possible."

My interest in the course never flagged, and when I finished it I felt I could tell a good ad when I saw it and could write and design a good one.

There were other things which made me feel this besides the training I received in the correspondence course, however.

I was a high school graduate, I had two years' special literary work in college; and I possessed a diploma from a Kindergarten Training School, and had two years' practice teaching there.

Then, too, my father had at one time owned a daily paper; one of my brothers had managed the printing office and another had done the advertising part of it.

In this way I had an early acquaintance with the subject, both the actual work of setting up the ads, which I became familiar with in the office; and the matter of writing copy, which I sometimes helped with, and which was often a subject of conversation at home.

Another thing which I found helpful was the knowledge of human nature which I had gained through my five years of charity work.

In this work I came in daily contact with the extremes of society, both the very rich and the very poor, the highly cultured and the uneducated, besides a goodly sprinkling of the in-between class.

The matter of making things go smoothly and appear natural, where such a mixture was supposed to meet on terms of social equality, was no easy one.

My success in this work I attribute to my ability to handle people; to tact, if you will, which had been gained through a constant

study of different types, until I had come to know pretty much what to say to different people and when to say it.

This quality it is plain to see is most indispensable to one who would write good advertising matter. Having these points in my

little education, and been without this previous training, I doubt if I should have felt that my course in the correspondence school fitted me to become a successful advertisement writer.

I came to New York in September determined to make a success



MISS ADELE MACGILL.

favor and wishing to take up advertising for the reasons mentioned, I found the ad school helped me in giving definite shape to my ideas, and in fully deciding to abandon one work for the other.

If, on the other hand, I had had

of advertisement writing. I have made my expenses by it.

Before I left Saratoga I had done some work for local merchants and had saved samples.

When I reached here I inserted three advertisements in the Her-

old and answered others that I saw there. I got no returns from my own insertions but received replies from two of those I had written to.

The first was from a large mail-order suit and cloak house, who wanted someone to take charge of their entire advertising department.

I was one of three chosen from one hundred applicants to submit samples for consideration. I spent two weeks following it up, and didn't get the job at last because a man with ten years' experience in the same line was after it too. The business manager was kind and encouraging in his criticisms of my work, however, and I felt the justice of it and was satisfied.

My next venture was as solicitor for a series of church papers. I secured not a single contract for them, but I made the acquaintance of several people who have been most helpful to me since. I gave the work up on the advice of an advertising man whose judgment I could trust and who told me I was wasting good effort on a poor proposition. After that I stuck to the search for those who wanted advertisements written. I followed every clue and found others in the following.

I visited nearly every agency in New York, besides numerous firms with advertising to place.

If to-morrow I wanted to write a book on "Freaks and Foxy Methods—Guaranteed to Ruin Their Owners' Business in Six Months," I would have material for a generous three volume work, gathered from the different agencies and my observations there. It would seem that men who had seen so many schemes work destruction to their promoters would know enough to stick to legitimate business methods, but—my word, they don't!

One of the most contemptible of these schemes is being worked by a Mr. D—, who booms Dr. C—'s Flesh Food. He has syndicated a fashion page which he intends to exchange to out-of-town papers for advertising space.

An advertisement in the *Herald*

for a woman to edit this page brought him about two hundred replies.

I was engaged at \$10 a week to write two articles, and take charge of the correspondence relating to the service, with the distinct understanding that I was to use my abilities to extend the service to a larger number of papers and have my salary raised accordingly. At the end of three days, when I had written five articles and was asked for more I felt it time to investigate the correspondence part of it. I was then informed that a man had been engaged for that end of the work and my duties from 8.30 a. m. till 5 p. m. would be to write said articles, number wanted absolutely unlimited.

I failed to see how I could raise my salary at that rate and rebelled.

I left at the end of the week, but not before I was convinced, by hearing arrangements made with others, that this was the way things were to be carried on for a while at least. A new worker each week by the same scheme. It will take some time to use up the best ideas of the two hundred applicants and Mr. D— is sure of getting the worth of his \$10 a week.

That may be a cheap way to do it, but Nature's law of compensation is still working, and for myself, were I in the same position, I had rather pay full money value for services secured than to be forced to hear, without being able to dispute, the remarks which one at least of these employee's made to him on leaving at the week's end.

The matter of my sex is both a help and a detriment. Being a woman, young and fairly attractive, it is easy enough to get a hearing from most business men. I also find that they are not averse to prolonging the interview and sometimes even glad to have me call again.

On the other hand it is hard to get them, most of them, to give proper consideration to my writing; a blush and a smile, which I can't help, seeming to prove to them that I am not capable of doing serious work.

Two leading agencies refused

to give me a desk where there was work to be done, and they even felt that I could not do it, "Because the men smoke and sometimes swear, and it is no place for a woman."

When I first began work I was willing to show my samples freely, and to take home suggestions to work up. I have learned better.

Every agency that suggests this seems to suspect you of having a "Gold Dust Twins" or "Sunny Jim" idea up your sleeve, and when you come back with common-sense talk they refuse to accept it, even while admitting that it is better than the original.

One man suggested that I try to improve on an ad for a certain washing machine, as he had some work to place for a rival concern. I spent two days on it and took to him what I thought to be good copy—telling him that it was for the woman who did her own washing, and intending to appeal to her by convincing her of the benefit she would receive by making her work lighter.

"Very good, indeed, Miss MacGill," he answered, "but do you know, I forgot to ask the man whether he wants to sell to the trade or direct to consumers."

The two days didn't cost him anything.

New York business men are most lavish with other people's time; very stingy with their own when it really amounts to anything, and abominably slow in deciding a question relating to other people's interests.

The first real help I got was from Miss Ruth Gould, one of Mr. Powell's graduates, whom I went to for advice, because I admired her work.

Miss Gould told me that in her judgment my work was good, and she gave me names of people who accepted some of my writings—two helps which I sorely needed at the time and for which I shall not forget to be grateful.

The best paying work I have done has been that accepted by large advertisers who were looking for new ideas. Each order brings others, somehow, and the samples

I am accumulating are useful.

I am going to keep up this way of working until I have money enough to start an agency of my own, then with the knowledge I have gained from my experiences I am going to make a success and a big one too. Just watch me!

I have come to one conclusion—it is the solicitor more than the advertiser that secures contracts. Another, also that there is no recognized standard for good copy. It is all merely a matter of personal opinion. Study a man's weaknesses and pamper them if you want the work. Then do it in your own way, but do it well.

Early in my course of study I felt the need of some good magazine on advertising; one which would keep me in touch with what others in the same line were doing and would spur me on to more intelligent effort. I looked up the various publications and even while I felt the subscription price was more than I could afford—I decided on PRINTERS' INK.

For a long time I could give myself no satisfactory reason for doing this; it gave no definite directions for ad writing; there were few "ads that with little alteration could be used for almost any business," yet it seemed to supply my very need.

It was not until I had seen and talked with the managing editor that I knew. Then I realized that it is the personality behind the paper that really counts—it is directed by a strong, clear-headed, fair-minded man, and the quality which makes it superior to others of its kind is the result of the brains and energy which he puts into it. This is not a "write up" for Mr. Zingg, it is simply my honest opinion.

As to Mr. Powell and the help of the ad school. I have found that being a Powell graduate helped me with those who knew his work, and was a drawback with those who were prejudiced against ad schools in general and refused to investigate this particular one.

Annie MacGill

THE GERMAN PRESS.

By William Mayner.

I.

As early as the fifteenth century newspapers existed in Germany in the form of pamphlets and circulating letters. The subject has been elaborately treated by Robert Prutz in his *Geschichte des Deutschen Journalismus* (1845), and by E. Weller in *Die ersten deutschen Zeitungen*. In 1679 Hartman issued a book entitled *Die heutigen, neuen Zeitungen* and in 1695 there appeared in Hamburg a volume under the title of *Zeitung Lust und Nutz*. In 1703 Juncker issued a *Zeitungs Lexicon* in Frankfort and Leipsic. All these publications are devoted to newspapers, their contents and circulation. In addition to the above mentioned books, a large number of other works have been published in this connection, the whole subject being illuminated by numerous side-lights.

Since that time, and especially within the last hundred years, the development has been far too rapid for any treatise on newspapers to keep fully abreast with. The official postoffice list is also incomplete, inasmuch as many of the local papers are omitted therefrom. The most perfect lists are probably those issued annually for the past thirty years by the great advertising agencies of G. L. Daube, Haasenstein & Vögler, and Rudolf Mosse.

According to a pamphlet by Dr. Hjalmar Schacht, the latest reliable work on the subject of German newspapers, there existed in the Fatherland at the time of its publication, 3,405 newspapers, published in 1,884 places. These figures do not include the illustrated periodicals, the scientific and technical papers, concert and theatrical news, or papers issued only during the season in watering-places, seaside resorts, etc. More than twenty papers are issued in Berlin, Munich and Posen; thirteen in Hamburg, twelve in Leipsic, sixteen in Breslau, fourteen in Dresden, fourteen in Frankfort-on-Main, twelve in Cologne, ten in

Madgeburg, eleven in Hanover, ten in Königsberg, eleven in Nuremberg, twelve in Stettin, thirteen in Stuttgart, eleven in Strassburg, ten in Dantzic, ten in Carlsruhe and ten in Wursburg.

One hundred and seventy-seven newspapers appear in towns with less than 2,000 inhabitants. In the German Empire there is one newspaper issued to about 15,000 of the population, and it is estimated that about fourteen million copies are distributed, which means one to about 4.25 inhabitants, including women and children.

The exact issue of 2,439 papers has been ascertained, and the percentage, according to the number of copies issued is about as follows:

Below	500—	5.45 per cent.
Up to	900—	21.45 per cent.
	3,000—	48.50 per cent.
	7,000—	14.52 per cent.
	15,000—	6.68 per cent.
	35,000—	2.38 per cent.
	70,000—	0.78 per cent.
	100,000—	0.16 per cent.
	Above 100,000—	0.08 per cent.

The largest daily circulation is claimed by the *Berliner Morgen Zeitung* with 300,000 copies, and the *Berliner Lokal Anzeiger*, also a daily paper, with 243,700 paying subscribers. The success of the *Lokal-Anzeiger*, which was founded by August Scherl, has been phenomenal. Scherl's system of classifying the advertisements is brilliant, and his newspaper is undoubtedly one of the best advertising mediums in the German Empire.

The political tendency of German papers is about as follows:

Out of 3,337, there are: 486 Government papers, 321 Conservative papers, 318 Catholic (Centre) papers, 656 Liberal papers, 54 Social Democratic papers, 958 without party politics, and 544 politics unknown.

The average price of a subscription to a paper in Germany is about thirty cents for a quarter of a year, viz.:

A paper appearing once a week costs, per quarter, eighteen cents; a paper appearing twice a week costs, per quarter, twenty-four cents; a paper appearing thrice a week costs, per quarter, twenty-eight cents; a paper appearing

fourteen times a week costs, per quarter, \$1.68.

Thus a paper with one edition per day costs about three cents per week. Among the political papers the Government and Catholic papers are the cheapest at twenty-eight cents a quarter, the Liberal and Social-Democratic the dearest at forty-two cents.

The prices for advertisements are in Germany, on an average, about three and one-half cents a line, but this price varies, naturally, according to the locality. For instance, in Berlin it is eight cents; in Hamburg seven cents; in Bremen six cents; in Cologne five cents; in Dresden four cents.

Regular advertisements occupying whole sheets were first introduced here by the great dry goods house of Rudolph Hertzog in Berlin, which for many years remained the only firm which ventured upon so extensive a scale of advertising. They were followed by the cigar manufacturers Jacques Raphael & Co., also of Berlin, and subsequently by all the big stores whose advertisements grew from one to four pages, thus producing the impression of a supplement and defeating their aims, and demonstrating the limit of big advertisements. One of the most striking instances of successful advertising is that of the firm of Moosdorf & Hochhäusler in Berlin. (Note: See the monthly illustrated paper entitled *Propaganda*, published in Berlin by Robert Exner, whose first annual volume contains eight articles on PRINTERS' INK, with reproductions of many advertisements, etc., with descriptions of the American methods of advertising.) The firm above mentioned had opened a small shop for the manufacture and sale of baths, etc., but after a short time their little capital was almost exhausted and no success achieved; when Moosdorf, after his partner had retired, used the rest of his means for novel and extensive advertisements and thus saved the situation. The device of his baths: "Bathe at home" with appropriate, finely executed illustrations can be seen in almost every

German paper, and the firm is now a large and wealthy one.

The firm of Theodor Hildebrand & Son, advertise very extensively throughout the German Empire. By this means they have built up an enormous and lucrative trade. Hildebrand's chocolate and Hildebrand's gingerbread have become household words in this country. They advertise in the railway cars, in the street cars, on the iron columns at the corners of the principal streets in Berlin, but especially in the daily and weekly papers.

One of the oldest forms of advertising, namely on house walls, known even to the ancient Greeks and Romans, as has been abundantly demonstrated by excavations, has been little practiced in Germany until recently, and although now largely used in Berlin, is still in its infancy in the provincial towns. It is readily conceded that as regards ingenuity and originality, the Americans, French and English, are far ahead of the Germans, and so bold an idea as that of the Bovril Company in London throwing by lime-light its advertisement on the hat of the Nelson statue in Trafalgar Square, would appear inconceivable to the average German mind. Nor would it require in Germany an Act of Parliament to stop such a practice. On the other hand, it may not be inappropriate to mention that after the China-Japanese war, the Germans were the first to advertise their goods in Japan in a newspaper printed, in the Japanese language, at the Imperial Printing Works in Berlin. The paper was issued by Max Nossler in Bremen, and notwithstanding the eminent difficulties of the Japanese tongue, the paper contained remarkably few errors.

If it be conceded that the liberty of the Press is an accurate barometer as to the freedom of a people, the following anecdote is significant: On arrival in Berlin, one of the most able and industrious of young American press representatives, desiring to be introduced at the German Foreign Office, applied to Baron Speck von Sternburg, who happened to be in the city,

and drove down to the Auswärtiges Amt in a carriage with that gentleman. The Baron called one of the heads of department and said, introducing his young American friend: "Be sure and give this gentleman early and accurate information. These young American press-men are not accustomed to be kept waiting." "Oh yes! Your Excellency" replied the official, "We invariably give the foreign newspaper men prompt information—Our German journalists can wait!"

Characteristic is also the following episode: When King Edward VII came to Kiel, the American and English journalists were entertained as Imperial guests on board a special steamer, being thereby placed on a level with the ambassadors, plenipotentiaries, ministers and other dignitaries, while not a single representative of the German press could get within a mile of the center of the proceedings.

The German press-men are generally graduates of a University and with the title of Doctor. They are very highly educated, but, as has been shown above: "A prophet is not without honor, save in his own country."

It was Frederick the Great who issued an order to the effect that the Press should not be hampered in its work, but all the world now knows, through the revelations of Busch, what an iron grip Bismark kept on the fourth estate.

A MODEL PRINT SHOP.

Union Stock Yards,

S. ST. PAUL, MINN., Nov. 16, 1904.

Editor of PRINTERS' INK:

We are contemplating the erection of a new home for the South St. Paul Reporter and I am looking for information. I want to have a look at a model "print shop," providing there is such a thing in the country. Can you help me out?

The Reporter is a daily, except Sunday, four-page paper with a circulation of between 2,000 and 3,000. We have a job printing department in connection. Our business totals about \$5,000 a year.

I want a few ideas before we begin work. If you can tell me where I will be able to find anything in the way of an up-to-date, model "print shop," it will be appreciated.

Very truly,

E. L. OGILVIE, Manager.

THE AD SCHOOLS.

HARTFORD, CONN., Nov. 16, 1904.

Editor of PRINTERS' INK:

I am a regular reader of PRINTERS' INK and must say it is a most helpful and most instructive little pamphlet.

I presume that you as editor are bothered to death by foolish questions from still more foolish persons, but I am going to run the gauntlet of your wrath by asking you one more question, hoping that you may find time to reply, using enclosed stamp.

I am a hotel clerk and have never done much of anything else. Have a desire to become an advertising man and think I might succeed in it. Have taken few lessons from the Page-Davis school in Chicago, but have been interrupted and am a little doubtful about finishing the course although they compliment me quite highly, which of course I understand is policy for them. As a disinterested party, what is your opinion of advertising schools. Don't be afraid to tell me in plain language just what you think. By so doing you will be of great help to one who might shape his course in a wrong direction, but for good advice from a good source, I will be very thankful to you.

Yours truly,

H. C. ODELL,

Clerk, Allyn House.

In its issue of April 13, 1904, the Little Schoolmaster published an exhaustive review of the Geo. H. Powell ad school, Temple Court, New York.

THE TROY "RECORD."

TROY, OHIO, Nov. 16, 1904.

Editor of PRINTERS' INK:

We are writing to inquire if you could supply us with plates of the advertisements you have recently been publishing, regarding the special offer for PRINTERS' INK, and if so, beg to state we will run them free of charge, believing that it will pay us.

As we receive two copies of PRINTERS' INK, we are having one left at the public library, and each week call attention to its contents and the fact that the new issue is ready for reading. We should like, however, for every merchant and business man to have it come to them direct, and have published some editorials directing attention to its virtues and the special offer now being made. If you could advise us how to thoroughly interest, through our paper, our business men in this offer we should be pleased to have the information. The more readers PRINTERS' INK has here and elsewhere the more likely are we to benefit.

Very truly,

THE "RECORD."

The work, purpose, officers and organization of the National Municipal League and American Civic Association are embodied in two booklets from the central offices in the North American Building, Philadelphia. These organizations deal with various problems of municipal administration and betterment.

THE ANACONDA "STANDARD."

NEW YORK, Nov. 15, 1904.

Editor of PRINTERS' INK:

In your issue of Nov. 9th, I noticed an article in regard to a full-page advertisement of Symons' Department Store, Butte, Mont., which appeared in the *Anaconda Standard*, offering one dollar bills at ninety cents each. There is one sentence I should like to comment on, viz.: you state that "certainly no great number of people could be expected to pay car fare from Anaconda to Butte for the sake of buying a dollar bill for ninety cents." This is correct. The fare from Anaconda to Butte (27 miles) and return, is \$1.20—but only a very small portion of the *Anaconda Standard's* circulation is in Anaconda. Its principal circulation field is Butte. The *Standard* as you must know is practically a Butte paper. It has more Butte readers than probably the two papers published in Butte combined have. This is proven by the fact that in almost any issue of the *Standard* you will find more local Butte advertising than you will in either of the other two papers, and many of the Butte houses use larger copy in the *Standard* than they do in either of the Butte papers. Besides this, the *Standard* carries advertising of Anaconda, Missoula, Great Falls, Helena, Livingston, Bozeman and other towns throughout Montana, which does not appear in the Butte papers.

I should be pleased if you would print this in order to correct the erroneous impression some advertisers, unfamiliar with the conditions in Montana, might receive from the sentence referred to.

Yours truly,

W. J. MORTON.

MACARONI JOURNALS.

BAY STATE MILLING CO.,
Winona, Minnesota, U. S. A.

General Offices, 608-622 Chamber of Commerce.

BOSTON, MASS., Nov. 16, 1904.

Editor of PRINTERS' INK:

Could you favor us with the names and addresses of any macaroni trade journals?

What we are after most especially is the type of machinery used in the manufacture of macaroni and processes of manufacture.

Thanking you in advance for your courtesy, we remain, Yours truly,

BAY STATE MILLING CO.,
W. A. Adams.

FIVE YEARS FOR TEN DOLLARS.

THOMAS B. JEFFERY & Co.,
Manufacturers of Rambler Automobiles.
KENOSHA, WIS., Nov. 19, 1904.

Editor of PRINTERS' INK:

Answering your recent form letter, we scarcely think that advertising in PRINTERS' INK will be of any service to us, but we have a good deal of pleasure in taking advantage of your reduced rates and enclose herewith a check for \$10 for five years' subscription to the *Little Schoolmaster*, which kindly send addressed to us for that period.

Yours truly,

THOS. B. JEFFERY & COMPANY,
G. W. Bennett, Sales Manager.

READ PRINTERS' INK AND TRY
TO DEMONSTRATE YOUR
ABILITY AS A RAILROAD
ADWRITER.

ERIE RAILROAD COMPANY,
Office Mechanical Superintendent.

MEADVILLE, PA., Nov. 16, 1904.

Editor of PRINTERS' INK:

I am a young man ambitious to become an adman, and take the liberty of seeking your advice. Knowing you to be one who has had vast experience in this line, I believe you can render me valuable information. I have completed an ad-school course some time ago and would like to get a position in this business, even though I would have to start at the bottom. I have been working in the Erie Railroad offices for the past two years but my mind is set wholly on advertising. Won't you kindly favor me with a reply, stating how I may realize my ambition? In the meantime I remain,

Yours most sincerely,

HARRY V. POPENEY.

655 Cullum St.

The first sailings of the Great Northern Steamship Company's new liners "Minnesota" and "Dakota," from Puget Sound to the Orient, are announced in a handsome folder with half-tone views of the vessels.

In a Broadway window is exhibited a new filter. To add interest to this still life display a card has been added, "Watch this filter catch the microbes and throw them out."

THE TORONTO STAR

Sworn Circulation

32,416

Toronto is the most thoroughly Americanized city in Canada. That means the most progressive city in Canada. American advertisers found out long ago that Toronto produced greatest results for the least expense. Toronto is essentially an evening field; therefore the evening papers dominate the field. The *TORONTO STAR* outshines them all in over 30,000 homes. That's why *THE STAR* publishes more general advertising than any other paper in Toronto. —M. Lee Starke in *American Advertiser*.

Sworn detailed statement of circulation on application.

THE STAR, TORONTO, CANADA.

A Roll of Honor

(SECOND YEAR.)

No amount of money can buy a place in this list for a paper not having the requisite qualification.

Advertisements under this caption are accepted from publishers who, according to the 1904 issue of the American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated; also from publishers who for some reason failed to obtain a figure rating in the 1904 Directory, but have since supplied a detailed circulation statement as described above, covering a period of twelve months prior to the date of making the statement, such statement being available for use in the 1905 issue of the American Newspaper Directory. Circulation figures in the ROLL OF HONOR of the last named character are marked with an (*).

These are generally regarded the publishers who believe that an advertiser has a right to know what he pays his hard cash for.

Announcements under this classification, if entitled as above, cost 20 cents per line under a YEARLY contract, \$20.50 for a full year, 10 per cent discount if paid wholly in advance. Weekly, monthly or quarterly corrections to date showing increase of circulation can be made, provided the publisher sends a statement in detail, properly signed and dated, covering the additional period, in accordance with the rules of the American Newspaper Directory.

ALABAMA.

Annslet, Evening Star. Daily aver. for 1903, 1,551. Republic, weekly aver. 1903, 2,216.

Birmingham, Ledger, dy. Average for 1903, 16,679. 1st 6 mos. '04, 19,852. E. Katz, S. A., N. Y.

ARIZONA.

Phoenix, Republican. Daily average for 1903, 6,088. Chas. T. Logan Special Agency, N. Y.

ARKANSAS.

Little Rock, Arkansas Methodist, Anderson & Millar, puba. Actual average 1903, 10,000.

Little Rock, Baptist Advance, wy. Av. 1903, 4,550. Nine months ending Oct. 27, 1904, 5,111.

CALIFORNIA.

Fresno, Morning Republican, daily. Aver. 1903, 5,160, 1st 9 mos. '04, 6,299. E. Katz, S. A., N. Y.

Mountain View, Sign of the Times. Actual weekly average for 1903, 52,542.

Redlands, Facts, daily. Daily average for 1903, 1,456. No weekly.

San Francisco, Call, d'y and S'y. J. D. Spreckels. Actual daily average for year ending Sept., 1904, 62,106; Sunday, 86,780.

San Jose, Pacific Tree and Vine, mo. W. G. Robinson. Actual average, 1903, 6,185. First three months, 1904, 8,166.

COLORADO.

Denver, Post, daily. Post Printing and Publishing Co. Average for 1903, 58,792. Average or August, 1904, 45,064. Guin, 8,716.

The absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the publishers of the American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.



CONNECTICUT.

Hartford, Times, daily. Average for 1903, 16,509. Perry Lukens, Jr., N. Y. Rep.

Meriden, Morning Record and Republican. Daily average for 1903, 7,582.

New Haven, Evening Register, daily. Actual av. for 1903, 18,571; Sunday, 11,392.

New Haven, Goldsmith and Silversmith, monthly. Actual average for 1903, 7,817.

New Haven, Palladium, daily. Average for 1903, 7,625. E. Katz, Special Agent, N. Y.

New Haven, Union. Av. 1903, 15,827. First 9 mos. 1904, 16,008. E. Katz, Special Agent, N. Y.

New London, Day, ev'g. Aver. 1903, 5,618. June, 1904, 6,049. E. Katz, Spec. Ad. Agt., N. Y.

Norwalk, Evening Hour. Daily average year ending June 1, 1904, 3,188 (3¢).

Norwich, Bulletin, morning. Average for 1903, 4,988; first six months 1904, 5,178.

Seymour, Record, weekly. W. C. Sharpe, Pub. Actual average 1903, 1,169.

Waterbury, Republican. Daily average 1903, 5,846. La Coste & Macvech, Spec. Agts., N. Y.

DELAWARE.

Wilmington, Every Evening. Average guaranteed circulation for 1903, 10,784.

DISTRICT OF COLUMBIA.

Washington, Ev. Star, daily. Ev. Star Newspaper Co. Average for 1903, 54,088 (©).

National Tribune, weekly. Average for 1903, 104,599. First six mos. 1903, 112,268.

Smith & Thompson, Rep., N. Y. & Chicago.

FLORIDA.

Jacksonville, Metropolis, d'y. Av. 1903, 8,898. 1st 6 mos. '04, 8,881. E. Katz, Sp. Ag., N. Y.

GEORGIA.

Atlanta, Journal, dy. Av. 1903, 58,928. Sept. 1904, 44,805. Semi-weekly 45,867.

Atlanta, News. Actual daily average, 1903, 20,104. Average April, 1904, 20,547.

Atlanta, Southern Cultivator, agriculture. semi-mo. Actual average for 1903, 30,125. Average first six months 1904, 28,666.

IDAHO.

Boise, Capital News, d'y and wy. Capital News Ptg. Co., pub. Aver. 1903, daily 2,761, weekly 3,475. First 6 mos. 1904, dy. 8,016, wy. 5,968.

ILLINOIS.

Aurora, News. Twelve months ending Sept. 1904, daily average 5,614.

Calre, Bulletin. Daily and Sunday average 1904 to Sept. 30, 1,874; month of Sept., 2,168.

Calre, Citizen. Daily average 1903, 818; weekly, 1,110. First eight months 1904, daily, 1,205; weekly, 1,125. August, 1904, daily 1,261.

Champaign, News. First four months 1904, no day's issue of less than 2,600.

Chicago, Bakers' Helper, monthly (\$2.00). H. R. Cissold. Average for 1903, 4,175 (©).

Chicago, Alkaloidal Clinic, monthly. Dr. W. C. Abbott, pub.; S. DeWitt Clough, adv. mgr. Guaranteed circulation 75,000 copies, reaching over one-fourth of the American medical profession.

Chicago, Breeders' Gazette, stock farm, weekly. Sanders Pub. Co. Actual average for 1903 67,880, 39 weeks ending Sept., 28, 1904, 68,157.

Chicago, Dental Digest, mo. D. H. Crouse, pub. Actual average for 1903, 7,000.

Chicago, Farmers' Voice. Actual weekly average year ending September, 1904, 22,802 (*).

Chicago, Grain Dealers Journal, s. mo. Grain Dealers Company. Av. for 1903, 4,954 (©).

Chicago, Gregg Writer, monthly. Shorthand and Typewriting. Actual average 1903, 11,666.

Chicago, Journal Amer. Med. Assoc. W. J. av. 1903, 28,610, July, Aug., Sept., 1904, 32,381.

Chicago, Musical Leader & Concert-Goer, w. Av. year ending January 4, 12,548.

Chicago, National Harness Review, mo. Av. for 1903, 5,291. First 5 mos. 1903, 6,250.

Chicago, Record-Herald. Average for 1903, daily 154,218, Sunday 191,817.

Chicago, Retailer's Journal, monthly. Present circulation 10,750.

COPY OF AFFIDAVIT.
I, R. G. Galusho, manager of the Western Newspaper Union, Chicago, Ill., do hereby certify that we have printed for the RETAILERS' JOURNAL during the months of June, July, August, September, October and November, 1904, an average of 10,750 copies per issue.

R. G. GALUSHO
Sworn to and subscribed before me this November 3d, 1904.

F. G. BROWN, Notary Public.

Clayton, Enterprise, weekly. No issue since less than 1,000 copies.

Kewanee, Star-Courier. Av. for 1903, daily 8,088, w. 1,414. Daily 1st 5 mos. '04, 8,296.

La Salle, Ray-Fromien, Polish, weekly. Average 1903, 1,805.

Peoria, Star, evenings and Sunday morning. Actual sworn average for 1903, 22,197.

Rockford, Republic, daily. Actual average for 1903, 6,540. La Crosse & Maxwell, N. Y.

INDIANA.

Evansville, Courier, daily and S. Courier Co., pub. Act. av. '02, 11,218 (243). Sworn av. '03, 12,618. Smith & Thompson, Sp. Rep., N. Y. & Chicago.

Evansville, Journal-News. Av. 1903, d'y 15,852, 1st 5 mos. '04, 14,160. E. Katz, S. A., N. Y.

Goshen, Cooking Club, monthly. Average for 1903, 26,378. A persistent medium, as housewives keep every issue for daily reference.

Indianapolis, News, d'y. Av. net sales in 1903, 69,885, August, 1904, 78,841.

Indianapolis, Star. Av. net sales for Sept. (all returns and unsold copies deducted), 86,874 (*).

Marion, Leader, daily. W. B. Westlake, pub. Actual aver. for 6 mos. end June 30, '04, 5,741.

Muncie, Star. Average net sales for Sept. (all returns and unsold copies deducted) 27,304.

Notre Dame, The Ave Maria, Catholic weekly magazine. Actual average for 1903, 24,032.

Richmond, Sun-Telegram. Sworn av. 1903, d'y, 5,511. For Feb., 1904, 5,944.

South Bend, Tribune. Sworn daily average 1903, 5,718. Sworn average for Oct., 7,780.

Terre Haute, Star. Av. net sales for Sept. (all returns and unsold copies deducted), 21,560 (*).

INDIAN TERRITORY.

Ardmore, Ardmoreite, daily and weekly. Average for 1903, d'y., 1,951; w., 3,572.

IOWA.

Clinton, Advertiser. Actual daily average for 1903, 10,280.

Davenport, Times. Daily aver. 1903, 8,055, w. 1,660. Daily aver. Oct., 1904, 9,620. Cir. four more than double of any Davenport daily.

Decorah, Decorah-Posten (Norwegian). Sworn av. cir'n, 1903, 29,681. March, 1904, 40,256.

Des Moines, Capital, daily. Lafayette Young publisher. Actual average for 1903, 21,898. Average for first six months 1904, 25,808.

City circulation the largest of any Des Moines newspaper absolutely guaranteed. Only evening newspaper carrying advertising of the department stores. Carries largest amount of local advertising.

Des Moines, News, daily. Actual average for 1903, 45,876. B. D. Butler, N. Y. and Chicago.

Des Moines, Wallace's Farmer, w. Est. 1879. Actual average for 1903, 35,769.

Muscatine, Journal. Daily av. 1903 4,849, semi-weekly 2,708, first four months 5,167.

Ottumwa, Courier. Daily average for March and April, 1904, 5,021. Tri-weekly average for March and April, 1904, 7,704.

Sioux City, Journal. D'y. av. for 1903 (sworn) 19,492, daily av. for first nine months of 1904, 21,272. Records always open. More readers in its field than of all other daily papers combined.

KANSAS.

Hutchinson, News. Daily 1903, 2,768, weekly, 2,112. E. Katz, Agent, New York.

Topeka, Western School Journal, educational monthly. Average for 1903, 8,125.

KENTUCKY.

Harrodsburg, Democrat. Best weekly in best section Ky. Av. 1903, 8,552; growing fast.

Lexington, Leader. Av. '03, 2,928. Sy. 4,092, 1st q't'r '04, d'y, 3,928, Sy. 5,448. E. Katz, agt.

Louisville, Evening Post, d'y. Evening Post Co., pub. Actual average for 1903, 26,964.

Paducah, News-Democrat. Daily net av. 1903, 2,904. Year end June 30, '04, net paid cir. 2,927.

Paducah, Sun. October, 1904. Average 2,000.

LOUISIANA.

New Orleans, The Southern Buck, official organ of Eklodm in La. and Miss. Av. '03, 4,780.

MAINE.

Augusta, Comfort, mo. W. H. Gannett, pub. Actual average for 1903, 1,269, 995.

Bangor, Commercial. Average for 1903, daily 8,318, weekly 29,006.

Bever, Pictaquis Observer. Actual weekly average 1903, 1,904.

Lewiston, Evening Journal, daily. Av. for 1903, 6,814 (©), weekly 15,432 (©).

Phillips, Maine Woods and Woodsman, weekly. J. W. Brackett Co. Average for 1903, 8,041.

Portland, Evening Express. Average for 1903, daily 11,740, Sunday Telegram 8,090.

MARYLAND.

Baltimore, News, daily. Evening News Publishing Co. Average 1903, 44,582. For October, 1904, 52,305.

MASSACHUSETTS.

Boston, Evening Transcript (©)(413). Boston's tea table paper. Largest amount of week-day adv.

Boston, Globe. Average for 1903, daily, 195,554, Sunday, 297,224.

Advertisements go in morning and afternoon editions for one price.

Boston, Post, d'y. Average for 1903, 178,508. Av. for October, 1904, d'y, 219,721, Sy. 173,243.

Largest daily circulation in New England. Second largest Sunday circulation in New England.

Boston, Traveler. Est. 1834. Actual daily av. 1902, 72,552. In 1903, 76,666. For the first six months of 1904, daily average, 82,510.

Reps.: Smith & Thompson, N. Y. and Chicago

East Northfield, Record of Christian Work, mo. \$1. Av. for year end'g Dec. 31, 1903, 26,350.

Use it if you want a strictly home circulation—that sticks. Page rate \$22.40 flat, pro rata.

Gloucester. Cape Ann News. Actual daily average year ending February 10, 1904, 4,804; aver. first six mos. 1904, 6,241; June, 1904, 6,525.

North Adams. Transcript, even. Daily net av. 1903, 5,267. Daily av. printed Oct., 1904, 6,105.

Springfield. Good Housekeeping, mo. Average 1904, 171,017. No issue in 1905 less than 200,000 copies. All advertisements guaranteed.

Worcester. Evening Post, daily. Worcester Post Co. Average for 1903, 11,711.

Worcester. L'Opinion Publique, daily (©). Average Jan., 5,120. Only French paper in United States on Roll of Honor.

MICHIGAN.

Adrian. Telegram, dy. D. W. Grandon, Av. for 1903, 5,912. Aver. 1st 4 mos. of 1904, 4,100.

Flint. Michigan Daily Journal. Aver. year ending June '04, 6,067 (*). Av. for June, 6,586 (*).

Grand Rapids. Evening Press, dv. Average 1903, 37,499. 44,290 aver. daily to Sept. 1, 1904.

Grand Rapids. Furniture Record (©). Only national paper in its field.

Grand Rapids. Herald. Average daily issue for 1903, 22,524, first six months 1904, 26,187. Only morning and the only Sunday paper here.

Jackson. Press and Patriot. Actual daily average for 1903, 5,649. Av. Oct., 1904, 6,765.

Kalamazoo. Gazette, daily, six mos. to Sept. 1st, 10,144. Guarantees 4,500 more subscribers than any other daily paper published in city. Three months to September 1st, 10,259.

Kalamazoo. Evening Telegraph. First six mos. 1904, dy. 9,581, June, 9,520, a-w. 9,281.

Saginaw. Courier Herald, daily. Sunday. Average 1903, 8,233; October, 1904, 11,118.

Saginaw. Evening News, daily. Average for 1903, 11,815. October, 1904, daily 14,586.

MINNESOTA.

Minneapolis. Farmers' Tribune, twice a week. W. J. Murphy, pub. Aver. for 1903, 68,686.

Minneapolis. Farm, Stock and Home, semi-monthly. Actual average 1903, 78,854. First six months 1904, 79,500.

Minneapolis. Journal, daily. Journal Printing Co. Average for 1903, 57,039. First 10 months 1904, 68,923.

Minneapolis. Svenska Amerikaniska Posten. Swan J. Turnblad, pub. 1903, 49,057.

Minneapolis. The Housekeeper; household monthly. Actual average 1903, 266,250.

Minneapolis Tribune. W. J. Murphy, pub. Est. 1867. Oldest Minneapolis daily. 1903, daily average, 72,832; last quarter of 1903, was 77,120; Sunday, 62,924. Sunday average for first ten months of 1904 was 68,745. The daily average for the first ten months of year was 86,886. Daily average for October, 90,008.

Only Minneapolis daily listed in *Rosell's American Newspaper Directory* that regularly publishes its circulation over a considerable period down to date in *ROLL OF HONOR*, and publishes a detailed statement in its own columns. The Tribune is the recognized Want Ad Medium of Minneapolis.

Owatonna. Chronicle, semi-w'y. Av. for 1903, 1,896. Owatonna's leading newspaper. Present circulation, 2,100.

St. Paul. Der Wanderer, with ag'l sup. Der Farmer im Westen, w'y. Av. for 1903, 10,500.

St. Paul. Dispatch, dy. Aver. 1903, 58,044. Present average 57,624. **ST. PAUL'S LEADING NEWSPAPER.** W'y aver. 1903, 78,026.

St. Paul. Globe, daily. Globe Co., publishers. Actual average for 1903, 51,541.

St. Paul. News, daily. Actual average for 1903, 35,816. B. D. Butler, N. Y. and Chicago.

St. Paul. Pioneer-Press. Daily average for 1903 24,298, Sunday 30,928.

St. Paul. The Farmer, s-mo. Rate, 35c. per line, with discount. Circulation for year ending June, 1904, 81,500. Present average, 85,000.

St. Paul. Volkszeitung. Actual average 1903, dy. 11,116, w'y. 28,414. Sonntagsblatt 28,408.

Winona. Republican and Herald, daily. Average year ending June, 1904, 4,126.

MISSOURI.

Joplin. Globe, daily. Average 1903, 10,510, Oct., 1904, 12,607. E. Katz, Special Agent, N.Y.

Kansas City. Journal, d'y and w'y. Average for 1903, daily 60,265, weekly 185,725.

Kansas City. World, daily. Actual average for 1903, 61,232. B. D. Butler, N. Y. & Chicago.

Springfield. Sunny South, monthly. Actual average for 1903, 2,832.

St. Joseph. News and Press. Daily aver. for 1903, 30,418. Last 3 mos. 1903, 55,065.

St. Louis. Medical Brief, mo. J. J. Lawrence, A.M., M.D., ed. and pub. Av. for 1903, 27,950.

St. Louis. National Druggist, mo. Henry R. Strong, Editor and Publisher. Average for 1904, 8,080 (©). Eastern office, 99 Maiden Lane.

St. Louis. Star. Actual daily average for 1903, 64,378.

St. Louis. The Woman's Magazine, monthly. Women and home. Lewis Pub. Co. Proven average for 1903, 1,345,511. Actual proven average for past 12 months 1,611,923. Every issue guaranteed to exceed 1,500,000 copies—full count. Largest circulation of any publication in the world.

MONTANA.

Butte. American Labor Union Journal, weekly. Average 1903, 20,549 general circulation.

Butte. Inter-Mountain, evening. Sworn net circulation for 1903, 10,617. Sworn net circulation from Jan. 1 to June 30, 1904, over 14,000.

NEBRASKA.

Lincoln. Daily Star. Actual average for 1903, 11,165, September, 1904, 16,795.

Lincoln. Deutsch-American Farmer, weekly. Average year ending June, 1904, 149,268.

Lincoln. Freie Presse, weekly. Actual average for year ending June, 1904, 152,085.

Lincoln. Nebraska Farm Journal. Monthly average year ending August, 1904, 14,400 (*).

Omaha. Den Danske Pioneer, w'y. Sophus F. Nebel Pub. Co. Average for 1903, 29,084.

Omaha. News, daily. Actual average for 1903, 41,524. B. D. Butler, New York and Chicago.

NEW HAMPSHIRE.

Nashua. Telegraph, dy. and w'y. Daily aver. 10 mos. '04, 2,876; October, '04, 3,169.

NEW JERSEY.

Camden. Daily Courier. Est. 1876. Net aver. circulation for 8 mos. end. Aug., 31, 1904, 8,229.

Camden. Post-Telegram. Actual daily average, 1903, 5,798 sworn. Jan., 1904, 5,859.

Clayton. Reporter, weekly. A. F. Jenkins, Pub. Actual average for 1903, 2,019.

Hoboken. Observer, daily. Actual average 1902, 18,097; Sept., 1903, 22,751.

Jersey City. Evening Journal. Average for 1903, 19,012. First six months 1904, 21,024.

Newark. Evening News. Evening News Pub. Co. Av. for 1903, daily 55,896. Sunday 16,291.

Newmarket. Advertiser's Guide, mo. Stanley Day, publisher. Average for 1903, 5,125.

Washington. Star, w'y. Sworn av. '03, 8,759. Sworn aver. for year ending Sept. 1, '04, 5,904.

NEW YORK.

Albany. Journal, evening. Journal Co. Daily average for September, 21,656.

Albany. Times Union, every evening. Establ. 1856. Average for first three months 1904, 29,626.



Batavia, News, evening. Average 1903 6,437. Six months, 1904, 6,510.

Binghamton, Evening Herald, daily. Herald Co. Average for first three months 1904, 13,210.

Buffalo, Courier, morn.; Enquirer, even. W. J. Connors. Aver. for 1903, morning 50,832, evening 25,082; Sunday average 68,586.

Buffalo, Evening News, daily. Average 1903, 79,408. First 3 months 1904, 85,949.

Catskill, Recorder, weekly. Harry Hall, editor. 1903 av., 3,408. Av. August, 1904, 3,659.

Cortland, Democrat, Fridays. Est. 1840. Aver. 1903, 2,248. Only Dem. paper in county.

Lyons, Republican, established 1831. Chas. H. Betts, editor and prop. Circulation 1903, 2,321.

Mount Vernon, Daily Argus. Average 1903, 2,959. Westchester County's leading paper.

Newburgh, News, daily. Av. for 1903, 4,437, 1,600 more than all other Newburgh papers combined.

New York City.

American Machinist, w/y, machine construc. (Also European edition.) Average 1903, 20,475.

Army & Navy Journal. Est. 1863. Weekly aver. for 1903, 9,026 (60). Present circulation (May 7) 9,415. W. C. & F. P. Church, Pubs.

Automobile (The), weekly. Flatiron Building. Average circulation 1903, 10,022.

Baker's Review, monthly. W. R. Gregory Co., publishers. Actual average for 1903, 4,450. Average for last three months 1903, 4,700.

Benjiger's Magazine, family monthly. Benjiger Brothers. Average for 1903, 29,208 copies.

Clipper, weekly (Theatrical). Frank Queen Pub. Co., Ltd. Aver. for 1903, 26,912 (60) (689).

Dry Goods, monthly. Max Jaegerhuber, publisher. Actual average for 1903, 4,866.

El Comercio, mo. Spanish export. J. Shepard Clark Co. Average for 1903, 6,667.

Electrical Review, weekly. Electrical Review Pub. Co. Average for 1903, 6,885 (60).

Elite Styles, monthly. Purely fashion. Actual average for 1903, 62,125.

Engineering News. A weekly journal of civil, mechanical, mining and electrical engineering. Average circulation 1903, 12,642 (60).

Forward, daily. Forward Association. Average for 1903, 45,241.

Four-Track News, monthly. Actual av. paid for six months ending October, 1904, 100,000. November edition guaranteed 100,000.

Haberdasher, mo., est. 1831. Actual average for 1903, 7,106. Binders' affidavit and Post Office receipts distributed monthly to advertisers.

Hardware Dealers' Magazine, monthly. In 1903 no issue less than 17,000 (60). D. T. MALLETT, Pub., 253 Broadway.

Junior Toilettes, fashion monthly. Max Jaegerhuber, pub. Actual average 1903, 34,540.

Leslie's Weekly. Actual aver. year end. Aug., 1904, 69,977 (60). Pres. av. over 75,000 weekly.

Leslie's Monthly Magazine, New York. Average circulation for the past 12 months, 229,112. Present average circulation 257,600. November number guaranteed 300,000.

Music Trade Review, music trade and art weekly. Average for 1903, 5,558.

National Provisioner, weekly. Packing houses, butchers, cotton seed oil, etc. 1903 av. cir. 6,402.

New Thought, monthly. 27 E. 24th St. New York. Sydney Flower, publisher. Number of copies and advertising rates given each month on first page reading matter. Sample copy free for the asking. Worth examination. NEW THOUGHT has made money for all its advertisers. Discount to agencies, 25 per cent from published rates. Average for 1903, 104,977.

Pocket List of Railroad Officials, qly. Railr'd & Transp. Av. 1903, 17,992; April, 1904, 19,728.

The People's Home Journal, 515,250 monthly. Good literature, 454,335 monthly, average circulations for 1903—all to paid-in-advance subscribers. F. M. Lupton, Publisher.

PRINTERS' INK, a journal for advertisers, published every Wednesday. Established 1888. Actual weekly average for 1903, 11,001. Actual weekly average for 1904 up to the week ending November 16, 1904, 14,880.

The Ladies' World, mo., household. Average net paid circulation, 1903, 480,155.

The Wall Street Journal, Dow, Jones & Co. publishers. Daily average for 1903, 11,987.

The World. Actual aver. for 1903, Morn., 278,607, Evening, 257,102. Sunday, 338,650.

Toilettes, fashion, monthly. Max Jaegerhuber publisher. Actual average for 1903, 61,800.

Rochester, Case and Comment, mo. Low. Av. for 1903, 20,000; 4 years' average, 20,156.

Schenectady, Gazette, daily. A. N. Llecty. Average for 1902, 9,997. Actual average for 1903, 11,622.

Syracuse, Evening Herald, daily. Herald Co., pub. Aver. 1903, daily 22,107, Sunday 23,496.

Utica, National Electrical Contractor, mo. Average for 1903, 2,708.

Utica, Press, daily. Otto A. Meyer, publisher. Average for 1903, 14,004.

Warsaw, Western New Yorker, weekly. Average for 1903, 3,802. In county of 39,000 with no daily.

NORTH CAROLINA.

Charlotte, Observer. North Carolina's foremost newspaper. Act. daily av. 1903, 5,522; Sunday, 6,791; semi-weekly, 3,800. First three months 1904, 6,578.

Elizabeth City, Tar Heel, weekly. Actual average 1903, 2,500. Covers ten counties.

Raleigh, Biblical Recorder, weekly. Average 1903, 8,872. First five months 1904, 10,166.

NORTH DAKOTA.

Grand Forks, Herald, dy. av. for April, 1904, 5,862. Will guar. 6,000 for year. N. Dakota's BIGGEST DAILY. L. C. Cude & Maxwell N.Y. Rep.

Grand Forks, Normanden, weekly. Av. for 1903, 5,451. Guar. 6,700 after November 1, 1904.

OHIO.

Akron, Beacon Journal. Average 1903, 8,208. N. Y., 223 Temple Court. Av. Sept., 1904, 9,642.

Cleveland, Plain Dealer. Est. 1841. Actual daily average 1903, 66,445; Sunday, 60,759. Oct., 1904, 85,028 daily; Sunday, 70,718.

Dayton Daily News
Guaranteed
Circulation

For six months ending August 31, 1904, was 19,014 copies per issue. Certified by Advertisers Bureau of Circulation Examiners.

Larger circulation than other three Dayton dailies combined. Write it in the contract.

Mansfield, Daily News. Act. aver. year end. June 30, '04, 4,250 (3). First 6 mos. '04, 4,332 (3).

Springfield, Press-Republic. Aver. 1903, 9,283. April, '04, 10,155. N. Y. office, 533 Temple Court.

Washington Court House, Fayette Co. Record, weekly. Actual average 1903, 1,776.

Youngstown, Vindicator. D'y av. '03, 11,009. LaCoste & Maxwell, N. Y., Eastern Reps.

Zanesville, Signal, daily, reaches S. E. Ohio. Guarantees 5,000. Average six mos. 1904, 5,514.

Zanesville, Times-Recorder. Sworn av. Oct., 1904, 9,571 (3). Guaranteed double nearest competitor and to exceed combined competitors.

OKLAHOMA.

Guthrie, Oklahoma Farmer, weekly. Actual average 1903, 25,020.

Guthrie, Oklahoma State Capital, dy. and wy. Aver. for 1903, daily 20,062, weekly 25,014. Year ending July 1, '03, dy. 19,868; wy. 25,119.

Oklahoma City, The Oklahoman. 1903 aver., 5,316; Oct., '04, 8,802. E. Katz, Agent, N. Y.

OREGON.

Portland, Evening Telegram, dy. (ex. Sun.). Sworn circ'n six months ending June 30, 21,148.

Portland, Oregon Daily Journal. Actual average for first ten months 1904, 14,760. Actual average October, 16,616.

PENNSYLVANIA.

Chester, Times, ev'g d'y. Average 1903, 8,187. N. Y. office, 230 B'way. F. R. Northrup, Mgr.

Eric, People, weekly. Aug. Klenke, Mgr. Average 1903, 3,085.

Eric, Times, daily. Average for 1903, 11,208. October, 1904, 14,819. E. Katz, Sp. Ag., N. Y.

Harrisburg, Telegraph. Daily sworn average October, 1904, 11,505. Largest circulation in Harrisburg guaranteed.

Philadelphia, American Medicine, wy. Av. for 1903, 19,327. Av. March, 1905, 16,827.

In Philadelphia there are over 230,000 homes. The circulation of "The Bulletin" during the month of October, after deducting all damaged, unsold and returned copies was 187,539 copies per day.

When the number of undesirable homes are deducted from this total it would seem that "The Bulletin" every evening goes into nearly every buying home in Philadelphia,

The Evening Telegraph

READ EVERYWHERE IN PHILADELPHIA.
October Circulation

The following statement shows the actual circulation of THE EVENING TELEGRAPH for each day in the month of September, 1904:

1	135,621	17	140,133
2	Sunday	18	140,248
3	132,188	19	138,722
4	130,809	20	141,263
5	134,527	21	141,287
6	145,060	22	145,651
7	141,974	23	Sunday
8	143,415	24	142,004
9	Sunday	25	140,245
10	140,783	26	140,201
11	140,187	27	140,028
12	141,312	28	140,759
13	140,499	29	153,367
14	139,364	30	Sunday
15	141,560	31	137,739
16	Sunday		

Total for 26 days.....3,645,440

NET AVERAGE FOR OCTOBER

140,209 copies per day

BARCLAY H. WARBURTON, President.
Philadelphia, Nov. 1, 1904.

Philadelphia, Farm Journal, monthly. Wilmer Atkinson Company, publishers. Average for 1903, 544,676. Printers' Ink awarded the seventh Sugar Bowl to Farm Journal with this inscription:



"Awarded June 25th, 1902, by 'Printers' Ink, 'The Little Schoolmaster' in the Art of Advertising to the Farm Journal. After a canvassing of merits extending over a period of half a year, that paper, among all those published in the United States, has been pronounced the one that best serves its purpose as an educator and counselor for the agricultural population, and as an effective and economical medium for communicating with them, through its advertising columns."

Philadelphia, German Daily Gazette. Average circulation first six mos. 1904, daily 48,942, Sunday 57,268. Sworn statement. Cir. books open.

Philadelphia, Press. Daily average year ending October 31, 1904, 118,149 net copies sold.

Philadelphia, Sunday School Times, weekly. Average for 1903, 102,961. Send for rates to The Religious Press Association, Philadelphia.

Philadelphia, The Grocery World. Actual, average year ending August, 1904, 11,741.

Pottsville, Evening Chronicle. Official county organ. Daily average 1903, 6,648.

West Chester, Local News, daily. W. H. Hodgson. Average for 1903 15,168.

Williamsport, Grit, America's Greatest Weekly. Not paid average 1903, 181,268. Smith & Thompson, Reps., New York and Chicago.

York, Dispatch, daily. Dispatch Publishing Co. Average for 1903, 8,108.

RHODE ISLAND.

Providence, Daily Journal, 16,485 (60). Sunday, 19,592 (60). Evening Bulletin 26,586 average 1903. Providence Journal Co., pub.

Westerly, Sun. Geo. H. Utter, pub. Average 1903, 4,888. Only daily in So. Rhode Island.

SOUTH CAROLINA.

Charleston, Evening Post. Actual dy. aver. for third 3 months 1904, 8,974.

Columbia, State, daily. State Co., publishers. Actual aver. for 1903, daily, 6,568 (60); semi-weekly, 2,015; Sunday, 7,705. Actual aver. for September, 1904, daily 8,649, Sunday 9,902.

TENNESSEE.

Chattanooga, Crabtree's Weekly Press. Average September and October, 41,638 (*).

Lewisburg, Tribune, semi-weekly. W. M. Carter. Actual average 1903, 1,201.

Memphis, Commercial Appeal, daily, Sunday, weekly. Average 1903, daily 28,989, Sunday 28,050, weekly 7,731 (96). 1st 6 months, 1904, daily 28,447, Sunday 45,898, weekly 88,109.

Memphis, Morning News. Actual daily average for 1903, 17,594. For six months ending June, 1904, 21,589.

Nashville, Banner, daily. Aver. for year 1903, 18,772. Six months 1904, 20,851. Only Nashville daily eligible to Roll of Honor.

Nashville, Progressive Teacher and South'n School Journal, mo. Average for 1903, 9,500.

TEXAS.

Denton, Denton Co. Record and Chronicle w'y. W. C. Edwards. Average for 1903, 2,639.

El Paso, Herald. Dy. av. 1903, 3,265; April, 1904, 4,284. Merchants' canvass showed Herald to be 30 per cent of El Paso homes. Only El Paso daily paper eligible to Roll of Honor.

Paris, Advocate, dy. W. N. Furey, pub. Actual average, 1903, 1,527.

VERMONT.

Barre, Times, daily. F. R. Langley. Aver. 1903, 2,710. Five months in 1904, 3,062.

Burlington, Free Press. Daily av. '03, 5,566. 1-12 mos. to Sept. 15, 6,554. At present 6,900. Examined by Association of American Advertisers.

Burlington, News. Jos. Auld. Actual daily average 1903, 5,046, sworn av. Aug., 1904, 6,161.

VIRGINIA.

Norfolk, Dispatch, daily. Sworn average for 1903, 5,098; for 1903, 7,458; February, 8,448; March, 9,241.

Richmond, News Leader, every evening except Sunday. Daily average February 1, 1903, to February 1, 1904, 27,414. The largest circulation between Washington and Atlanta.

Richmond, Times-Dispatch, morning. Actual daily average six months ending June, 1904, 19,613. High price circulation with no waste or duplication. In ninety per cent of Richmond homes. The State paper.

WASHINGTON.

Seattle, Times. Actual aver. circulation 18-6 months 1904, daily 56,348, Sunday 45,679. By far largest daily and Sunday in State.

Tacoma, Ledger. Dy. av. 1903, 12,717; Sy., 15,615; w'y., 8,912. Average 6 mos. 1904, dy., 14,372; Sy., 18,294; w'y., 9,501. S. C. Beckwith, rep., Tribune Bldg., N. Y. & Chicago.

WEST VIRGINIA.

Parkersburg, Sentinel, daily. R. E. Hornor, pub. Average for 1903, 2,801 (106).

Wheeling, News. Daily paid circ'n 9,707. Sunday paid circ'n 10,529. For 12 months up to April 1, 1904. Guarantee a paid circulation equal to any other two Wheeling papers combined.

WISCONSIN.

La Crosse, Chronicle. Daily average year end. June, 1904, 5,885 (*). Aver. June, 1904, 6,671.

La Crosse, Leader-Press evening. Actual average 1903, 5,590. Average June, 1904, 6,108.

Milwaukee, Evening Wisconsin, d'y. Ev'g. Wisconsin Co. Average for 1903, 21,981; December 1903, 25,090; October, 1904, 27,264 (90).

Milwaukee, Germania-Abendpost, dy. Av. for year end '9 Feb., '04, 28,876; av. Feb., '04, 24,208.

Milwaukee, Journal, daily. Journal Co., pub. Av. end. June, 1904, 26,016. June, 1904, 26,570.

Oshkosh, Northwestern, daily. Average for 1903, 6,488. First six months 1904, 7,228.

Racine, Journal, daily. Journal Printing Co. Average for 1903, 5,702.

Racine, Wisconsin Agriculturist, weekly. Established 1877. Aver. for 1903, 38,181. First 10 months 1904, 26,754. Advertising, \$2.30 per inch.

WYOMING.

Cheyenne, Tribune. Actual daily average for 1903, 2,709.

Rock Springs, Independent. Weekly average for 1903, 1,055. First eight months 1904, 1,582.

BRITISH COLUMBIA.

Vancouver, Province, daily. W. C. Nichol, publisher. Average for 1903, 5,888; October, 1904, 8,059.

Victoria, Colonist, daily. Colonist P. & P. Co. Average for 1903, 3,695; June, 1904, 4,508.

MANITOBA, CAN.

Winnipeg, Der Nordwestern, Western Canada's German newspaper, covers the entire German speaking population—its exclusive field. Average for 12 months ending June 30, 1904, 10,798.

Winnipeg, Free Press, daily and weekly. Average for 1903, daily, 18,824; weekly, 15,908. Daily, October, 1904, 27,257.

NEW BRUNSWICK, CAN.

St. John, Star. Actual daily average for September, 1904, 6,206.

NOVA SCOTIA, CAN.

Hallifax, Herald (©) and Evening Mail. Sworn circulation exceeds 16,000. Flat rate.

ONTARIO, CAN.

Toronto, Canadian Implement and Vehicle Trade, monthly. Average for 1903, 5,875.

Toronto, Star, daily. Average year ending October, '03, 29,278; for October, 32,416.

Toronto, The News (Independent), evening, daily. Aver. first nine months, 1904, 22,187 (*). Average for October, 1904, 25,559 (*).

QUEBEC, CAN.

Montreal, Herald, daily. Est. 1806. Actual average for 1903, 22,515.

Montreal, La Presse, Trefle Berthiaume, publisher. Actual average 1903, daily 72,594. Average April, 1904, 80,116.

Montreal, Star, dy. & w'y. Graham & Co. Av. for '03, dy. 55,127, w'y. 122,269 (1145). Six mos. end. May 31, '03, dy. av. 55,147, w'y. 122,157.

THE WANT-AD MEDIUMS

A Large Volume of Want Business is a Popular Vote for the Newspaper in Which It Appears.

ARKANSAS.

IN Arkansas the **LITTLE ROCK GAZETTE** is the leading and oldest newspaper and carries more Wants than all other Ark. newspapers combined. Rates, 1c. a word. Minimum rate, 20c. Average circulation, 8,784.

CALIFORNIA.

THE **Times** prints more "Want" and other classified advertisements than the other five newspapers in Los Angeles combined. It is the medium for the exchange of commercial intelligence throughout the whole Southwest.

Rate—ONE CENT A WORD FOR EACH INSERTION; minimum charge 25 cents. Sworn daily average for year 1903, 36,656 copies. Sunday circulation regularly exceeds 51,000 copies.

COLORADO.

THE **Denver Post**, Sunday edition, Nov. 13, 1904, contained 3,594 want ads, a total of 28 1-10 columns. The **Post** is the big Want medium of the Rocky Mountain region. The rate for Want advertising in the **Post** is five cents per line each insertion, seven words to the line.

DELAWARE.

WILMINGTON people use the **EVENING JOURNAL** for "Want ads." Foreign advertisers can safely follow the home example.

IN Delaware the only daily paper that guarantees circulation is "Every Evening." It carries more classified advertising than all the other Wilmington papers combined.

DISTRICT OF COLUMBIA.

THE **Washington, D. C. EVENING STAR** (☉☉) carries DOUBLE the number of WANT ADS of any other paper in Washington and more than all of the other papers combined.

MAKE COMPARISON ANY DAY.

GEORGIA.

THE **Atlanta JOURNAL** carries three times as many Wants as its chief competitor.

ILLINOIS.

PEORIA (Ill.) **JOURNAL** reaches over 13,000 of the prosperous people of Central Illinois. Rate, one cent per word each issue.

THE **Chicago DAILY NEWS** is the city's "Want ad" directory. It published during the year 1903 10,781 columns of "classified" advertising, consisting of 634,636 individual advertisements. Of these 306,556 were transmitted to the **DAILY NEWS** office by telephone. No free Want ads are published. The **DAILY NEWS** rigidly excludes all objectionable advertisements. "Nearly everybody who read; the English language in, around or about Chicago reads the **DAILY NEWS**," says the **Post Office Review**.

INDIANA.

THE **MARION LEADER** is recognized as the best result getter for want ads.

TERRE HAUTE **STAR** carries more Want ads than all other Terre Haute dailies.

INDIANAPOLIS **STAR** since January first has more than doubled the volume of its Classified advertising. On Sunday, April 10, the **STAR** carried more than two full pages of Want Ads.

THE **Indianapolis News** during the first six months of 1904 printed 66,340 more classified advertisements than all other dailies of Indianapolis combined, printing a total of 137,217 separate paid Want ads during that time.

MUNCIE **STAR** carries more Want ads than any other Indiana morning newspaper, with the exception of the **Indianapolis STAR**.

IOWA.

THE **Des Moines CAPITAL** guarantees the largest circulation in the city of Des Moines of any daily newspaper. It is the want ad medium of Iowa. Rate, one cent a word. By the month, \$1 per line. It is published six evenings a week. Saturday the big day.

KENTUCKY.

THE **Owensboro DAILY INQUIRER** carries more Want ads every week than any other Owensboro newspaper carries in any month. Eighteen words one week, 25c.

MAINE.

THE **Bangor DAILY NEWS**, of Bangor, Me., best Want adv. medium; 4 lines 10c. per issue.

THE **EVENING EXPRESS** carries more Want ads than all other Portland dailies combined.

MARYLAND.

THE **Baltimore News** carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad medium of Baltimore.

MASSACHUSETTS.

THE **Brockton (Mass.) DAILY ENTERPRISE** carries more than a solid page of "Want" ads—30 words 3 days, 25c. Copy mailed free.

THE **BOSTON TRAVELER** publishes more Want advertising than any other exclusively evening paper in its field, and every advertisement is paid for at the established rates.

THE **BOSTON EVENING TRANSCRIPT** is the leading educational medium in New England. It prints more advertisements of schools and instructors than all other Boston dailies combined.

THE **Boston GLOBE**, daily and Sunday, carries more "want" ads than any other paper in New England because it brings results to the advertiser. During the first six months of 1904 the **Boston GLOBE** printed 213,506 paid "wants," which was 81,004 more than appeared in any other Boston paper. Every "want" ad was paid for at the regular card rate, and there were no deals or discounts.

MICHIGAN.

SAGINAW **COURIER-HERALD** (daily), only Sunday paper; result getter; circulation 10,500; 1c. word; 1/10c. subsequent.

MINNESOTA.

THE **St. Paul DISPATCH** is the leading "Want" medium in the Northwest, read and relied upon by everybody in its city and territory; more paid circulation than the other St. Paul dailies combined; brings replies at smallest cost. Circulation 1903—53,944; now 57,624.

FIGURES that prove that The **Minneapolis JOURNAL** carries the most "Want Ads" of any daily newspaper in the Northwest:

	Minneapolis Nearest Daily Journal.	Competitor.
For year 1903,	2,390 cols.	1,900 cols.
10 months 1904,	2,978 "	1,840 "

THE **MINNEAPOLIS TRIBUNE** is the recognized Want ad medium of Minneapolis and has been for many years. It is the oldest Minneapolis daily and has over 90,000 subscribers, which is 25,000 each day over and above any other Minneapolis daily. Its evening edition alone has a larger circulation in Minneapolis, by many thousands, than any other evening paper. It publishes over 80 columns of Want advertisements every week at full price (average of two pages a day), no free ads; price covers both morning and evening issues. No other Minneapolis daily carries anywhere near the number of paid Want advertisements or the amount in volume.

MISSOURI.

THE **Joplin GLOBE** carries more Want ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

THE **Kansas City JOURNAL** (every morning including Sunday), one of the recognized Want ad mediums of the United States; 21 to 36 columns paid Wants Sunday; 7 to 10 columns daily. Rate, 5 cents a nonpariel line.

NEBRASKA.

THE **Lincoln DAILY STAR**, the best "Want Ad" medium at Nebraska's capital. Guaranteed circulation exceeds 12,000 daily. Rates, 1 cent per word. Special Saturday rate, 15 words only, 3 times, 15 cents, cash. **DAILY STAR**, Lincoln, Neb.

NEW JERSEY.

ELIZABETH DAILY JOURNAL covers population of 95,000. Largest circulation. Brings results. Only "Want" medium. Cent a word.

NEW YORK.

THE POST-EXPRESS is the best afternoon Want ad-medium in Rochester.

ALBANY EVENING JOURNAL, Eastern N. Y.'s best paper for Wants and classified ads.

DAILY ARGUS, Mount Vernon, N. Y. Great est Want ad medium in Westchester County.

IN Binghamton the **LEADER** carries largest patronage; hence pays best. **BECK WITH**, N. Y.

BUFFALO NEWS with over 57,000 circulation, is the only Want Medium in Buffalo and the strongest Want Medium in the State, outside of New York City.

THE TIMES-UNION, of Albany, New York. Better medium for wants and other classified matter than any other paper in Albany, and guarantees a circulation greater than all other daily papers in that city.

PRINTERS' INK, published weekly. The recognized and leading Want ad medium for want ad mediums, mail order articles, advertising novelties, printing, typewritten circulars, rubber stamps, office devices, adwriting, half-tone making, and practically anything which interests and appeals to advertisers and business men. Classified advertisements, 20 cents a line per issue flat; six words to a line. Sample copies, ten cents.

NORTH CAROLINA.

THE EVENING SENTINEL, Winston-Salem, N. C., leads in ads and circulation. Want ads 1c. a word.

OHIO.

IN Zanesville the **TIMES-RECORDER** prints twice as many Want ads as any other paper.

THE Zanesville SIGNAL reaches 64 towns in S. E. Ohio, also 68 rural routes; 1/2c. a word net.

YOUNGSTOWN VINDICATOR—Leading "Want" medium. 1c. per word. Largest circulation.

DAYTON (O.) NEWS always leads in Want ads. One cent per word per insertion. Largest circulation.

OKLAHOMA.

THE OKLAHOMAN, Okla. City, 8,802. Publishes more Want ads than any four Okla. competitors.

OREGON.

THE Portland, Oregon **DAILY JOURNAL**, every evening and Sunday morning, carries more "want ads" than all the other evening papers in Oregon combined, including its afternoon Portland contemporary. Rate: 5 cents a line each insertion—seven insertions, including the Sunday JOURNAL, for the price of five.

PENNSYLVANIA.

PHILADELPHIA, **THE EVENING BULLETIN**—Want ads in **THE BULLETIN** pay, because it goes daily into more Philadelphia homes than any other medium. In Philadelphia there are about 230,000 homes. **THE BULLETIN**'s circulation, which during the month of August averaged 150,000 copies per day, net paid (see Roll of Honor), goes each evening into a majority of these homes. In Philadelphia nearly everybody reads **THE BULLETIN**. **THE BULLETIN** will not print in its classified columns advertisements of a misleading or doubtful nature, those that carry stamp or coin clauses, nor those that do not offer legitimate employment.

In Philadelphia there are
850,000 Germans.
60,000 own their homes.

THE
German Daily Gazette

Daily and Sunday, goes
into nearly every one of
these buying homes.

WILKES-BARRE (Pa.) TIMES. Circulation over 11,000 daily. Classified rate, 5 cent a line.

THE Chester, Pa. **TIMES** carries from two to five times more classified ads than any other paper.

TENNESSEE.

MEMPHIS MORNING NEWS—most popular paper in the Memphis territory. Circulation exceeding 25,000. Carries 14 columns classified advertising Sunday issue. Rate, 5 cents per line.

VERMONT.

THE Burlington **DAILY NEWS** is the popular paper and the Want medium of the city. Reaches twice as many people as any other and carries more Want ads. Absolutely necessary to any advertiser in Burlington territory.

VIRGINIA.

THE NEWS LEADER, published every afternoon except Sunday, Richmond, Va. Largest circulation by long odds (\$7,114 aver. 1 year) and the recognized want advertisement medium in Virginia. Classified advt., one cent a word per insertion, cash in advance; no advertisement counted as less than 25 words; no display.

WASHINGTON.

THE Tacoma **LEDGER**, Daily and Sunday, carries more Want ads than all the other newspapers in Tacoma combined.

WISCONSIN.

NO paper of its class carries as many Want ads as the **EVENING TELEGRAM**, of Superior, Wisconsin.

JANESVILLE GAZETTE, daily and weekly, reaches 6,500 subscribers in the million dollar Wisconsin tobacco belt, the richest section of the Northwest. Rates: Want Ads—daily, 3 lines 3 times, 25c.; weekly, 5c. line. Big results from little talk.

THE MILWAUKEE SENTINEL not only leads its field in both display and classified, but carries more than one-half of all the classified carried by the five Milwaukee evening and morning papers combined.

Daily, 7c. per line; Sunday, 10c. per line; lower on contracts. **SENTINEL COMPANY**, Milwaukee, Wis.

CANADA.

THE Halifax **HERALD** (☉) and the Mail—Nova Scotia's recognized Want ad medium.

LA PRESSE, Montreal. Largest daily circulation in Canada. (Daily 80,000, Saturdays 100,000.) Carries more want ads than any French newspaper in the world.

THE DAILY **TELEGRAPH**, St. John, N. B., is the want ad medium of the maritime provinces. Largest circulation and most up-to-date paper of Eastern Canada. Want ads one cent a word. Minimum charge 25 cents.

THE Toronto **DAILY STAR** is necessary to any advertiser who wants to cover the Toronto field. Carries more general advertising than any other Toronto paper. Sworn daily average circulation, October, '04, 38,416.

THE Montreal **DAILY STAR** carries more Want advertisements than all other Montreal dailies combined. **THE FAMILY HERALD** and **WEEKLY STAR** carries more Want advertisements than any other weekly paper in Canada.

A PARTICULAR feature of the Toronto **EVENING TELEGRAPH**'s classified advertisements is that they are all true to their headings; there are no fake, improper or doubtful advertisements accepted. This gives the public perfect confidence in them, and next to the large circulation is perhaps the greatest reason why they bring such splendid results to the advertisers.

THE Winnipeg **FREE PRESS** carries more "Want" advertisements than any other daily paper in Canada and more advertisements of this nature than are contained in all the other daily papers published in the Canadian Northwest combined. Moreover, the **FREE PRESS** carries a larger volume of general advertising than any other daily paper in the Dominion.

BRITISH COLUMBIA.

THE Victoria **COLONIST** covers the entire province of British Columbia (branch office in Vancouver). More "WANT" ads appear in the Sunday **COLONIST** than in any other paper west of Winnipeg. One cent a word each issue. Sample copies free.



**"WHEN A MAN
DOWN HIM**

Some years ago, when the county attorney, in trying to prove his case, was in the dear old State of Maine, he said to the court: "When a man planks down his money for a right to sell liquor." And the court gave him a right to—sell liquor." And the county attorney's intent than for what he is willing to pay his money." The conditions under which a publisher may obtain a guaranty of the story of the Maine county attorney come at a cost of a hundred dollars for the accuracy of his circulation statement, the custody of Rowell's American Newspaper Directory, the proof of evidence of what he means to do. The guarantee is never taken away from a publication that lives up to the conditions, and is effective and the most exclusive advertisement obtainable.

Associations, individuals and private accounts may be required to pay for the advertisement *at a time when the newspaper desires such an investigation*, but the impression which the guarantee star and its companion conveys is that the advertiser is a thoughtful and intelligent advertiser, one who knows value

These few remarks are addressed to the thinking public upon the merit of their publications.

There are publishers in this country who would be glad to accept the 1905 Rowell's American Newspaper Directory at the price of \$1.00 per copy. If you would like to have a copy, it would be accepted, as there may be who apply. In 1904 the following



The Philadelphia Bulletin
The Denver Post
The Kansas City Star
The Minneapolis Tribune

CHARS J.
Rowell's African

New York City, 10 Spruce Street.
Nov. 30, 1904.

AN PLANKS H MONEY"



...o, who was a court reporter, the
trying prove a rum seller guilty—it
state machine, the best in the Union—
his money for an R. L. D. license he means to do what the license
county attorney added: "There is no stronger evidence of a man's
money." That's a number of years ago—but whenever I read
obtain guarantee star in Rowell's American Newspaper Di-
my mind. When a publisher is willing to forfeit one
ation ment, and when he is willing to put this sum into the
ectory the purpose intended, then he furnishes the strongest
rantar is the highest symbol of a publisher's intent. It is
up the conditions imposed, and it is therefore a low-priced,
t obtainable.

ccounts may make periodical investigations of newspapers
estimates, but their ephemeral nature cannot and will not make
its accompanying average for a whole year past does upon a
known value of the staple year-by-year circulation.
think publishers, who believe in building solid, conservative

would glad to pay one hundred dollars for the guarantee star
ectory that there will not be as many from whom the money
In 1904 Directory the guarantee star has been granted to
allow eight papers:

The Pittsburg Post
The Los Angeles Saturday Post
The Peoria Star
The Toronto Mail and Empire

HARVEY J. ZINGG, Manager,
The American Newspaper Directory.



PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

THE PRINTERS' INK PUBLISHING COMPANY, Publishers.

Issued every Wednesday. Subscription price, five dollars a year, in advance. Ten cents a copy. Six dollars a hundred. Being printed from stereotype plates it is always possible to supply back numbers if wanted in lots of 500 or more.

ADVERTISING RATES:

Advertisements 20 cents a line, pearl measure, 15 lines to the inch (\$3); 200 lines to the page (\$40).

For specified position selected by the advertisers, if granted, double price is demanded.

On time contracts the last copy is repeated when new copy fails to come to hand one week in advance of day of publication.

Contracts by the month, quarter or year, may be discontinued at the pleasure of the advertiser, and space used paid for *pro rata*.

Two lines smallest advertisement taken. Six words make a line.

Everything appearing as reading matter is inserted free.

All advertisements must be handed in one week in advance.

Advertisers to the amount of \$10 are entitled to a free subscription for one year.

CHARLES J. ZINGG,
Editor and Manager.

OFFICES: NO. 10 SPRUCE ST.
London Agent, F.W. Sears, 50-52 Ludgate Hill, E.O.

NEW YORK, NOV. 30, 1904.

PUTTING PUBLICITY IN A HOLE.

What the public, or some little section of it, will think it worth while to flare up over is always an uncertain matter. Just now, however, it is partially stirred by the Subway and the things belonging to it, especially the advertising. The people of this city, who have been perfectly quiet for years over nuisances, and customs that cause great inconvenience—among the latter being the chronic absence of street signs—are now in apparent hysterics over the gilt-framed advertisements displayed in the Subway stations.

They are not really—nor are they likely to be—very many in number and they are notably more interesting than the miscellaneous hotch-potch of legends and styles that has for years been flaunted on the elevated roads, without any distinctly loud note of disapproval. Yet the new publicity causes a protesting breeze of disfavor and has even aroused attention towards the discovery of a legal way to abolish it. All of which, it would seem to a sane observer—when compared with the negligence the public is

supine over, and quietly tolerates—is like straining at the proverbial gnat, while swallowing with ease the camel.

Over so little, and yet so large a thing, and one so easily done—the attachment of street signs—which might be accomplished in a single night with taste and delicacy, and which would be an immense favor to both residents and visitors, and would cost so little, how apathetic the city citizenship is—and the city government as well. Yet it would, if decently done, be an advertising that would help everybody that lives or comes here. In no other civilized collection of streets in the world is so helpful and necessary a device as the street sign so woefully neglected as it is in this greatest metropolis of the Western world. This absence not only delays business, and makes it troublesome and wasteful of time, but it aids criminality. In spite of all this, the chimera of business legends under ground has the floor for discussion and hostility, as much as if there were proved germs of disease connected with their differing stories and frames.

Having traversed the entire route of the Subway with specially attentive eyes—and other parts of it more than once—I confess I can see no special reason for dislike of the advertisers' contributions there on behalf of business enlightenment. There really is some reason I think—and many reasons, in fact—to be used against surrendering the summer landscape, the green meadows and the mossy and lichened rocks, to the dissonant business notes when one goes where they are to get away from business, and all it suggestions, to hear Nature speak. But the public condones the offense involved in thus perverting Nature, to fly against the neatly framed brevities shown underground.

If there were pictures by Corot, Daubigny, Turner and all the other great artists established in these frames, would not the public still complain? No doubt they would,

for these would do just as much to draw attention away from the station signs as the hated advertisements do. But I should say, considering the frequency and largeness of the street markings all along the Subway, and the particularly distinct calling of them by the brakemen, that one who does not know where he is when the train stops, needs a guardian to travel with him.

* * *

It is not absolutely necessary, of course that the Subway tunnel should help the advertiser or the buyer of goods. At least it is not as necessary as it is that the stations shall be made well known. But the last thing is admirably done. And so long as the advertising is of an agreeable kind, and not flagrantly offensive, it would seem to be not only a help but an entertainment to the Subway passengers, rather than an eyecore or an offensive intrusion. If they were taken away, the only vision left would be a glance at the bare walls which are now diversified and are therefore less dull and monotonous than they would be if made blank and voiceless.

C. J. Z.

THE British Printer, London, recently issued its 100th number. This journal, published monthly, was established seventeen years ago, and is representative of the typographical art in Great Britain.

A TASTEFUL Thanksgiving card was sent out by the Paul E. Derrick Agency of New York to their present and future clients. The foreign offices of this agency are in London, Paris, Berlin, Cape Town, Sydney and Buenos Ayres.

A CATALOGUE of great beauty comes from Geo. T. Brodnax, gold and silversmiths, Memphis, Tenn. Designed for high-class mail-order trade, particularly regular customers of the house, it has been arranged in most artistic fashion. Hundreds of articles of jewelry and plate are shown in fine, clear half-tones, and care has been taken in grouping these, many articles being shown as they would appear in actual service.

A THOROUGHLY healthy little freak magazine called *The Fakers* has been established at Little River, N. J., by A. C. Baker. Its purpose is to expose the many fraudulent concerns that swindle people through the mails by scheme advertising, and it shows up all the tricks of concerns against which the Postoffice Department has issued fraud orders.

It is understood that the Waltham Manufacturing Company of Waltham, Mass., through its president, Mr. Harrison Williams of New York, has contracted with a prominent agency for a large advertising campaign on a complete new line of Orient automobiles. But while the advertiser will employ large space, it will be confined to a few mediums only, the advertiser preferring to spend the appropriation in this manner rather than scatter the expenditure broadcast through the magazines.

EUGENE W. SPAULDING.

I don't know how old Spaulding is. He must be over thirty-five; if he is fifty or anywhere near, he doesn't look it. If you have ever seen him, you can make just as good a guess as any one else. No matter how old he grows, he will never look his age, and I would like to guarantee that when he was twenty he looked thirty-five. Alert, keen, forceful, self-reliant, he has qualities that fit him for the position which he holds as Advertising Director of The Curtis Publishing Company.

Some one told me that he was born in Ohio, that his mother came from New England, and that at seventeen he started in a wholesale clothing store in New York to make his way in the world. At twenty he was a salesman, at twenty-five or six or seven was a big salesman, but had grown so sick of the road that he determined to make a change in his business life, no matter what, that would relieve him from the sample trunk, the owl train and the country hotel.

John Brisben Walker, in 1889,

needed, or thought he did, another man in the advertising department of the *Cosmopolitan*, and somehow he heard of Spaulding. He engaged him for sixty days on trial. I doubt if Spaulding knew at the time of the engagement what was meant by an agate line. He, however, saw the opportunity, threw up a position that was paying him a large salary and accepted the sixty days' engagement. At the end of ten months he was advertising manager and remained with Mr. Walker four years and four months, when he was offered a position as manager of the New York office of The Curtis Publishing Company, at that time publishing only the *Ladies' Home Journal*.

Spaulding was in the office of Lord & Thomas, of Chicago, when two gentlemen came in, evidently of considerable importance, for the members of the firm immediately broke off their conversation with the representative of the *Cosmopolitan* to be polite to the newcomers. Spaulding saw that his opportunity for the moment was gone, and remarked: "I will run out and get my luncheon, and will be back in ten or fifteen minutes." One of the strangers said: "If you are going to take your luncheon in ten or fifteen minutes, you had better take one of these," and offered him a digestive tablet of some sort.

That was the first meeting of Cyrus Curtis and Eugene W. Spaulding.

Mr. Curtis, like Andrew Carnegie and John Wanamaker, has proved himself a good judge of men, and doubtless would attribute a large measure of his success to his ability in selecting for his lieutenants the proper man for each particular place.

After some years as New York representative, Mr. Spaulding was made a director in the company and a participant in its management, and was given the title which he now holds of Advertising Director, which means that the entire advertising force, with its offices in Philadelphia, New York, Chicago and Boston, is under his supervision and direction. That the position is an important one

and that it is well filled is best evidenced by the business done.

We have it on the best authority that the *Ladies' Home Journal's* advertising income is \$1,200,000 per year, and that the *Saturday Evening Post*, which started six years ago, now has an advertising patronage exceeding \$700,000 per year. They claim that it has the largest circulation of any weekly magazine in the world.

In a recent letter to the writer, Mr. Spaulding says: "I wish to say to you that while several advertising men have laid claim to 'making' the *Ladies' Home Journal*, none of these gentlemen were connected with the *Saturday Evening Post*, so that anything that has been done to make that publication carry more advertising than any similar one in this country, and more printed lines during the last year than any magazine of any kind, has been done under the management of yours truly."

Probably to him, more than any other man, do we owe the fact that the best publications in these days have a rate card that means exactly what it says.

Keen, alert, a little too nervous—sometimes almost irritable—he is always on the lookout for new business of the proper sort; and by proper sort he has almost made it a hall-mark of respectable business standing for a firm to have its advertisements in the Curtis publications.

With increasing years and experience and the continual practice of saying "no," Mr. Spaulding has grown so straight that there at times appears a danger of his leaning backwards. It does take courage of a very high order to refuse advertising at six dollars per line, and Spaulding refuses lots of it. It takes higher courage to refuse a position when it could be given just as well as not, and probably no one would be the wiser for its having been given, simply because to give it would be unfair to some other advertiser. But men who know Mr. Spaulding best, know that he continually refuses such concessions and loses business by doing so.—*Batten's Wedge*.



Symbols of SERVICE

Many manufacturers and merchants who acknowledge the fact that advertising is the real power behind a good article, and who use advertising agencies, do not rightly know the chief thing to look for in selecting an agency.

It is SERVICE. Not merely good rates. Not just preliminary planning. COPY service. CONTINUOUS ATTENTION to the practical working out of plans previously agreed upon. In this many agencies undoubtedly fail.

No matter how ingenious and self-reliant your own advertising department may be—one of our large clients is especially well fitted in that respect—it not only pays in actual outlay to reach the public through a good agency, but the constant application of well-informed men in the agency to the details of your advertising—the discussion of words and phrases, illustrative methods, paper, printing, mediums, changing local and general conditions—these and the actual work of getting your advertisements out right, on time, onto the right pages and into the right positions—that is SERVICE.

We could name many accounts of which agencies still well known have made failures—many thousands of dollars wasted. The plans may have been good. The SERVICE was wrong. Our record for service is good. One of our accounts, a very large one, we have handled about twelve years, here and abroad.

* * * *

Incidentally, let us talk foreign advertising with you. We were the first and are still the leading American agency in London. Time and experience abroad have given us a knowledge of foreign advertising and general conditions, especially in the lucrative British and Continental fields, the value of which we can easily make clear to you.

The Paul E. Derrick Advertising Agency

New York London Paris Berlin Cape Town Sydney Buenos Aires

Postscript.—Mr. M. Lee Starke, who made "Starke Service" famous, is now secretary-treasurer of this agency.

Yes, There IS a ONE-PAPER City
IT'S DAYTON, OHIO.

The Dayton Daily News

is in fully 80 per cent of the homes.

Leads in Local, Foreign and Want Advg.

COMPARATIVE RECORD for THREE MONTHS:

NEWS Over HERALD.		NEWS Over PRESS.	
	Inches.		Inches.
August, local advertising -	1,346½	August, local advertising -	6,673
September, local advg. -	1,191	September, local advg. -	9,508
October, local advertising -	1,390	October, local advertising -	13,018½
August, foreign advg. -	510½	August, foreign advg. -	1,281
September, foreign advg. -	1,003½	September, foreign advg. -	1,617
October, foreign advg. -	2,829½	October, foreign advg. -	4,054

"To-Day's Wants."

August, *News Over Herald* - - - 376
September, *News Over Herald* - 664
October, *News Over Herald* - - 925

THE DAYTON DAILY NEWS guarantees more circulation than all other Dayton dailies combined.

Write It in the Contract.

Eastern Office,
LACOSTE & MAXWELL,
140 Nassau St., New York City.

Western Office,
C. J. BILLSON,
Tribune Building, Chicago, Ill.

"Proved" Circulation

The Philadelphia Item Explains Its Method To the Advertiser.

Some publishers claim circulation; FEW PROVE IT. THE PHILADELPHIA ITEM is the ONLY paper in the "Quaker City" that does.

FIRST—A sworn circulation statement is furnished advertisers every six months. This has been done for fifteen years, and, although Geo. P. Rowell & Co. offered One Hundred Dollars to any one who could disprove it, it has never been done.

SECOND—The Paper Company furnishes advertisers with a statement corroborating the amount of paper used.

THIRD—THE PHILADELPHIA ITEM has had a standing offer for two years of Five Thousand Dollars (\$5,000) that it not only has the LARGEST DAILY CIRCULATION, but that it has more than THREE of the Sunday papers COMBINED, which offer has NEVER BEEN ACCEPTED.

FOURTH—The United States Government has, according to law, awarded THE PHILADELPHIA ITEM the contract for one year for publishing the list of "Uncalled for Letters" on account of its having the LARGEST CIRCULATION.

FIFTH—The only paper in Philadelphia publishing Theatrical News is THE ITEM. 150,000 people go to the theaters every week and have to read THE ITEM, daily and Sunday, to find out what is going on.

SIXTH—THE PHILADELPHIA ITEM is the Official daily paper to publish Legal Advertisements. 3,000 lawyers and their clients take it every day on that account.

The above is ample for any reasonable advertiser.

THE PHILADELPHIA ITEM is one of the wealthiest papers in America. It owns one of the largest and best Hoe printing plants (in two buildings), which has been completely paid for out of the profits of the business. It owns and runs Fifty Wholesale Delivery Wagons every day, equal to a big department store.

THE PHILADELPHIA ITEM is Fifty-eight years old and never was more prosperous.

All Foreign Advertising should be addressed to
HARRINGTON FITZGERALD, Manager.

"THE ITEM LEADS; OTHERS FOLLOW."

FOREIGN FLASHES.

SUMMARY OF REPORTS FROM OUR CONSULS.

A suggestion to American brush manufacturers and extensive advertisers is found in a report from Consul Halstead, who mentions that an English firm is supplying the hotel lavatories with hair brushes on the backs of which is an ad. The man who was clever enough to introduce this advertising system in selling "rights" to hair restorer and tonsorial establishments.

Consul-General Lay says that not a single American firm has applied for space in the great exposition of mining machinery to be held this Winter in Barcelona, Spain, while Germany has applied for a large area.

The secretary of the legation at Panama reports that a competition has been authorized by the Panama government offering a prize of \$200 for a suitable design for a national flag and the same amount for an emblem or coat of arms.

The Chamber of Commerce of Sofia, the capital of Bulgaria, has recently established a special bureau for the purpose of gaining and giving information to native merchants. All catalogues should be addressed "La Chambre de Commerce, Sofia, Bulgaria."

Consul General Guenther calls attention to a note sent by the French consul at Havana to proprietary manufacturers in France stating that there is a growing demand for patent medicines in Cuba, where physicians are scarce, and advises American patent medicine men to act on this information.

The consulate-general at Bogota, Colombia, has lately received many requests for American catalogues, especially of cheap watches, pocket-cutlery, fire arms, drawing instruments, stationery novelties, etc. A public reading room has been opened where catalogues will be placed. Address, Alban G. Snyder, American Consul, Bogota, Colombia.

Space is rapidly being applied for by intending exhibitors at the Liege international expositions of 1905. Details may be had by applying to the consulate at Liege, Belgium.

According to Secretary Hay's recent ruling our consuls should now be addressed as American consuls instead of using the old confusing designation of United States consul. DEAN BOWMAN.

THERE is a million dollar tobacco belt in Wisconsin which many national advertisers have never heard of. The *Gazette*, Janesville, Wis., has issued a booklet giving details regarding the industry, with statistics showing how it covers the territory.

THE eighteenth anniversary of Goodhart's Laundry, Chicago, was observed with a tasteful American girl posterette, put into the bundles of customers.

A COPY FOR EVERY STAFF MEMBER.

THE MONTREAL "STAR,"
Branch Office for Ontario.

TORONTO, Nov. 18, 1904.

Editor of PRINTERS' INK:

What special club rate can you give me for about ten copies of PRINTERS' INK, under your present limited subscription offer, good until end of this year? I am thinking of supplying every member of my staff with a copy.

I agree with those who consider that at \$5 the subscription price for PRINTERS' INK is too high. I do not say that the paper is not worth the money, but I do say that this price prohibits many from taking it, who would otherwise be regular readers, and I believe in the end that your revenue would be greater with a smaller subscription rate.

Yours truly,
M. W. MCGILLIVRAY.

CHOKED OFF.

The newspapers of Seattle are refusing the advertising which contains any mention of the word trading stamp.

There are four daily papers in Seattle, three of which agreed not to encourage but rather discourage the trading stamp.

When the trading stamps were planned for Seattle, the larger stores agreed to have nothing to do with them, one argument being that if Smith's grocery had a green stamp, Jones' grocery would have a brown, etc., until every grocery had a trading stamp and the effect would be lost.

The agreement has been adhered to.

One store which was not in the agreement is using the stamps and has offered four papers advertising which contained mention of trading stamps. Three papers refused on the ground that their contracts read "copy must be furnished which is unobjectionable to the publishers." The fourth paper had no such clause and had to carry the advertising or stand a lawsuit.

As the matter now stands, the trading stamp has practically no publicity in Seattle and is a failure.

Advertising builds up, lack of advertising kills.—*White's Sayings*.

FIVE fac-simile letters from Boston retail advertisers, testifying to the value of the Boston *Traveler* as a retail medium, are sent out on behalf of that paper by its New York representatives, Smith & Thompson.

A BOOKLET of interest to the small newspaper publisher is that describing "ready prints," from the New England Newspaper Union, Boston.

Advertisements.

Advertisements 20 cents a line. Must be handed in one week in advance. Display type and cuts may be used if desired.

WANTS.

"INFORMATION," Binghamton, N. Y., gives all kinds of mfrs' addresses.

SAMPLE lithograph sheets for holiday edition. THE DEMOCRAT, Fort Collins, Colo.

TRADE daily paper needs business manager, preferable with few thousand. Address "FARTHEU," P. O. Box 673, New York.

MORE than 247,000 copies of the morning edition of the *World* are sold in Greater New York every day. Beats any two other papers.

SOLICITOR and business manager wanted for designing and engraving concerns. Send full information in first letter. "SOLICITOR," care Printers' Ink.

POSITIONS open for competent newspaper workers in all departments. Write for booklet. **FRENCH'S NEWSPAPER MEN'S EXCHANGE**, 303 Main St., Springfield, Mass.

CONCERNING TYPE—A Cyclopedia of Every-day Information for the Non-Printer Advertising Man; get "type-wise"; 64 pp., 60c. postpaid ag'ts wanted. A. S. CARNELL, 150 Nassau St., N. Y.

WANTED—I have had large experience on metropolitan newspapers; employed now on one; want the management of a newspaper on advertising department; 33 years old; good salary. Address "L. T.," Printers' Ink.

NEWSPAPER advg. mgr. (30), practical ad writer, capable solicitor, executive, sure business getter, desires to manage advertising for live publication. Highest newspaper and business refs. "HIGH-GRADE," care P. I.

ARTIST can find desk-room in down-town studio for commercial designing and illustrating; rent low and work given in exchange; best location in New York, with fine accommodations.

"STUDIO," care Printers' Ink.

ADVERTISING MANAGER open for engagement Jan. 1. Daily paper preferred. One of the most successful solicitors in America, and widely known among agents. Address **HAMILTON DOUGLAS**, care Printers' Ink.

WANTED—Responsible agents for States or group of States to represent us in the line of Artistic Calendars (plain or bas-relief) and other advertising novelties. Address **ALFRED S. CAMPBELL, ART COMPANY**, Elizabeth, N. J.

EVERY ADVERTISER and mail-order dealer should read *The Western Monthly*, an advertiser's magazine. Largest circulation of any advertising journal in America. Sample copy free. **THE WESTERN MONTHLY**, 816 Grand Ave., Kansas City, Mo.

WANTED—To represent a list of *All Dailies* in the Chicago field. Am thoroughly acquainted with the agencies and am rated as a business getter. If you wish to increase your revenue from this field, appoint interview. Highest reference. "HUSTLER," Room 323, 135 La Salle St., Chicago, Ill.

WANTED—Technical writer by a large manufacturing concern; must be a ready writer, quick to understand mechanical details and able to describe apparatus clearly and concisely. State age and salary. Give references and submit specimens. Address "TECHNICAL WRITER," care of Printers' Ink, New York City.

WANTED—Progressive Chicago Advertising Agency, now placing a large volume of business, has opening for thoroughly competent, energetic solicitor. Will consider only a high-grade man, whose record is absolutely clear and who can demonstrate his business-getting ability. Address, with full particulars, "PROGRESSIVE," care of Printers' Ink.

MR. MANUFACTURER:

Thirty dollars buys 1,000 mail cards, folders or blotters, specially designed and illustrated in three colors to fit your business and "land" customers. The Lewis Follow-up system never fails. If you want 1,000 new accounts, write to us on your letter-head. **E. ST. ELMO LEWIS, Inc.**, Advertising Specialists, 618 Walnut St., Philadelphia.

AN OPPORTUNITY FOR YOU—Many men fail to succeed through lack of opportunity. We lack the right men to fill hundreds of high-grade opportunities now on our lists. We have Executive, Clerical, Technical and Salesman positions, paying from \$1,000 to \$5,000 a year, which must be filled at once. If you want to better your condition write for plan and booklet. Offices in 12 cities. **HAPGOODS (Inc.)**, Brain Brokers, Suite 511, 306 Broadway, New York.

YOUNG MEN AND WOMEN of ability who seek positions as advertisers and ad managers should use the classified columns of **PRINTERS' INK**, the business journal for advertisers, published weekly at 10 Spruce St., New York. Such advertisements will be inserted at 20 cents per line, six words to the line. **PRINTERS' INK** is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

SALESMAN WANTED.—I am looking for a man to sell type and further develop a live and healthy business. He should be practical as to type and printing, willing to work and travel, and able to present a business proposition well. This should appeal to the man who is seeking a genuine opportunity, but who is not now rightly placed. There must be such a man. His reply will, of course, be framed to convince me why he is the individual I need; his mere name and address would not do this. Address **P. K.**, care Printers' Ink.

WANTED—Clerks and others with common school educations only, who wish to qualify for ready positions at \$25 a week and over, to write for free copy of my new prospectus and endorsements from leading concerns everywhere. One graduate fills \$5,000 place, another \$3,000, and any number earn \$1,000. The best clothing advertiser in New York owes his success within a few months to my teachings. Demand exceeds supply.

GEORGE H. POWELL, Advertising and Business Expert, 81 Temple Court, New York.

Publisher in Middle West wants Second-hand Four-page, Eight-page or Three-deck Perfecting Press. Give full description, prices, terms, etc., etc. Address R. P. H., care of Printers' Ink, New York.

PRINTERS.

PRINTERS. Write **R. CARLETON**, Omaha, Neb., for copyright lodge cut catalogue.

GOOD PRINTING—500 envelopes, \$1.50; 1,000 for \$2.00. Other printing, same rate. **SUN PUB. CO.**, Paulsboro, N. J.

YOUR NAME on 30 Fashionable Visiting Cards, 10c.; ag'ts wanted (elegant premiums); 19c. samp. Free. **ADAMS CARD CO.**, New Haven, Conn.

FLYER—10,000 dodgers, size 6x12, printed on good news paper on one side, for 30c. per thousand; million lots for 30c. per thousand. Cash with order. **BECKMAN & WILSON**, Kenton, Ohio.

HALF-TONES.

PERFECT copper half-tones, 1-col., \$1; larger 10c. per in. **THE YOUNGSTOWN ARO ENGRAVING CO.**, Youngstown, Ohio.

NEWSPAPER HALF-TONES. 3x3, 7c.; 3x4, \$1; 4x5, \$1.50. Delivered when cash accompanies the order. Send for samples. **KNOXVILLE ENGRAVING CO.**, Knoxville, Tenn.

PREMIUMS.

RELIABLE goods are trade builders. Thousands of suggestive premiums suitable for publishers and others from the foremost makers and wholesale dealers in jewelry and kindred lines. 500-page list price illustrated catalogue, published annually. 2d issue now ready; free. **B. F. MYERS CO.**, 426, 43-53 Maiden Lane, N. Y.

PERIODICAL PUBLICITY.

HARDWARE DEALERS' MAGAZINE. Circulation 17,000 (©). 253 Broadway, New York.

ILLUSTRATORS AND ILLUSTRATIONS.

H. SENIOR & CO., Wood Engravers, 10 Spruce St., New York. Service good and prompt.

PRICE CARDS.

NEATLY designed price cards, 50 cents per 100, \$2.50 per 1,000; assorted; printed on tinted stock. **THE BLAIR PTC. CO.**, Cincinnati, O.

PRINTING.

Printing at reasonable prices. **MERIT PRESS**, Bethlehem, Pa.

Roll Paper printed—for mills, stores, druggists, etc. Can be cut or re-wound, as desired. **FINK & SON**, 6th, above Chestnut, Philadelphia.

DESIGNERS AND ILLUSTRATORS.

DESIGNING, illustrating, engraving, illuminating, engraving, lithographing, art printing. **THE KINSLEY STUDIO**, 245 B'way, N. Y.

ADDRESSES FOR SALE.

5,000 FRESH NAMES N. Y. farmers, \$1. **CLARK & CO.**, Kenmore, N. Y.

ADDRESSES for Sale—12,000 names New York residents of the better class. Guaranteed correct. **KING**, 106 William St., N. Y.

OFFICIAL list of Stockholders of Cleveland Banks and Trust Companies, with addresses and number of shares held; 6,000 names; price \$2.

H. J. VAN RIPER, Cleveland, Ohio.

DECORATED TIN BOXES.

THE appearance of a package oftentimes sells it. You cannot imagine how beautifully tin boxes can be decorated and how cheap they are, until you get our samples and quotations. Last year we made, among many other things, over ten million Cascarot boxes and five million vaseline boxes and caps. Send for the tin desk reminder called "Do It Now." It is free; so are any samples you may desire to see.

AMERICAN STOPPER COMPANY,
11 Verona Street,

Brooklyn, New York.
The largest maker of Tin Boxes outside of the Trust.

MAIL-ORDER NOVELTIES.

WRITE to-day for free "Book of Specialties," an illustrated catalogue of latest imported and domestic novelties, watches, plated jewelry, cutlery and optical goods—wholesale only. **SINGER BROS.**, 32 Bowery, N. Y.

TRADE JOURNALS.

HARDWARE DEALERS' MAGAZINE. Circulation 17,000 (©). 253 Broadway, New York.

INSURANCE.

REDUCING INSURANCE rates my specialty. I might be able to save you money. **INSURE** your **PARTNER'S LIFE** for the firm's benefit. Get my rates. Best companies. Write or telephone **JACOB A. KING**, 43 W. 125th St. New York. w.

IMITATION TYPEWRITTEN LETTERS.

IMITATION Typewritten Letters of the highest grade. We furnish ribbon, matching ink, free. Samples for stamp. **SMITH PTC. CO.**, 512 Broadway, Toledo, Ohio.

COIN CARDS.

\$3 PER 1,000. Less for more; any printing. **THE COIN WRAPPER CO.**, Detroit, Mich.
1,000 for \$2. 10,000, \$20. Any printing. **Acme Coin Mailer Co.**, Ft. Madison, Ia.

MAILING MACHINES.

THE DICK MATCHLESS MAILER, lightest and quickest. Price \$12. **F. J. VALENTINE**, Mfr., 178 Vermont St., Buffalo, N. Y.

ADVERTISING NOVELTIES.

"O, MAMA," latest novelty advertising card; sample and prices, 4c. **SOLLIDAY NOV. ADV. WORKS**, Knox, Ind.

MANUFACTURERS of adv'g novelties in cloth, leather, etc., send price list and samples to **WESTERN NOV. ADV. CO.**, Weatherford, Tex.

"MYSTIC WALLET"—the advertising novelty. Sample and prices, 30c. "Little Traveler" catalogue, 4c. **THE SOLLIDAY NOV. ADV. WORKS**, Knox, Ind.

3,000—GET BUSY.—Book of 3,000 money-making recipes and formulas; money-getter for the mail-order trade. Price 50c. **OESTERLE'S ADV'G CO.**, Astoria, N. Y.

PULVEROID SIGNS; lightest, cheapest, most durable and attractive indoor sign. Complete line of Pulveroid Novelties and Buttons. Samples free. **F. F. PULVER CO.**, Rochester, N. Y.

ADVERTISE your business with advertising novelties. Buy them direct. I make pencil holder, toothpick cases, nail file in leather case. Sample of each, 10c. **J. C. KENYON**, Owego, N. Y.

WRITE for sample and price new combination Kitchen Hook and Bill File. Keeps your ad before the housewife and business man. **THE WHITEHEAD & HOAG CO.**, Newark, N. J. Branches in all large cities.

PREMIUMS OR CONVENTION SOUVENIRS, made from nails. They're attractive, substantial and cheap. Sample, a World's Fair souvenir, 10c. **WICK HATHAWAY'S C'RN**, Box 10, Madison, O.

Color Barometers. The latest novelty. Can be mailed in 6½ envelope, penny postage. \$25 per 1,000, including imprint. Send 4c. for sample. **FINK & SON**, 6th, above Chestnut, Philadelphia.

MAIL ORDER MEN.—New book. 100 new money-making plans for untrained women. Single copies 60c. Special prices for quantities.

WOMEN'S EXCHANGE PUBLISHING CO.,
Grand Building, Atlanta, Ga.

HOUSE-TO-HOUSE DISTRIBUTING.

I GUARANTEE any advertiser an honest, intelligent house-to-house distribution of advertising matter throughout all the leading towns and cities in the United States. Fourteen years' experience has enabled me to perfect the best system and to render a better service than can be secured direct or through any other agency. Write for full particulars.

WILL A. MOLTON,
National Advertising Distributor,
442 St. Clair St., Cleveland, O.

MAIL ORDER.

MAIL-ORDER ADVERTISERS—Try house to house advertising; it will pay you big. Our men will deliver your circulars and catalogues direct to the mail-order buyer. You can reach people who never see a paper of any description from one year's end to another. When once reached the rest is easy. We have reliable agents well located throughout the United States and Canada, and are in a position to place advertising matter in the hands of any desired class. **OUR DISTRIBUTORS' DIRECTORY** will be sent free of charge to advertisers who desire to make contracts direct with the distributor. We guarantee good service. Correspondence solicited. **NATIONAL ADVERTISING CO.**, 700 Oakland Bank Building, Chicago.

CLASS PUBLICATIONS.

HARDWARE DEALERS' MAGAZINE. Circulation 17,000 (©). 253 Broadway, New York.

PUBLISHING BUSINESS OPPORTUNITIES.

THERE is a great class paper field Which is not yet properly occupied—A professional field where readers are responsive.

There is an excellent foundation obtainable; Journal having splendid editorial reputation. Only needing the right management and some capital.

To take it up—\$50,000 should be available.

EMERSON P. HARRIS,
Broker in Publishing Property,
253 Broadway, New York.

SIGNS.

Paint-printed Big Steel Signs (everlasting), on heavy wood frames,

50 x 8 ft.....at \$3.50.
200 12x12 inches.....at 45.
100 24x12 ".....at 1.10.
5,000 3x5 feet.....at 1.50.

Phoenix Little Tin Signs.

10,000 4x10 inches at 1c.
2,000 10x14 " at 4c.
500 14x20 " at 10c.
250 20x25 " at 25c.

Muslin Signs, close weave, very stiff, Paint Printed.

1,000 16x36at 6c.
1,000 24x48at 11c.
10,000 3x5 feetat 16c.
500 3x10 feetat 42c.

Agents Wanted.

The Sam Hoke Sign Shops, New York,
630 West 53d St. (North River)

LABELS.

Cork Top and other fancy labels at bottom figures. FINK & SON, Printers, 5th St., above Chestnut, Philadelphia.

SPECIALIZED PUBLICATIONS.

HARDWARE DEALERS' MAGAZINE. Circulation 17,000 (©©). 253 Broadway, New York.

CEDAR CHESTS.

MOTH-PROOF Cedar Chests—Made of fragrant Southern red cedar and absolutely proof against moths. Prices low. Send for booklet. FLEMONT FURNITURE CO., Statesville, N. C.

PAPER.

BASSETT & SUTPHIN,
45 Beekman St., New York City.
Coated papers a specialty. Diamond B Perfect White for high-grade catalogues.

SUPPLIES.

USE "Reliance" absorbent paper on your mimeograph. INK dries quick as a wink; never smuts. Get samples and prices from FINK & SON, Printers, 5th, near Chestnut, Philadelphia.

W D. WILSON PRINTING INK CO., Limited,
417 Spruce St., New York, sell more magazine cut inks than any other ink house in the trade.
Special prices to cash buyers.

BERNARD'S Cold Water Paste is used exclusively by the U. S. Press Clipping Bureau and numerous publishers who learned of its merits through our sample package, which is free. BERNARD'S AGENCY, Tribune Building, Chicago.

DOXINE—A non-explosive, non-burning substitute for lye and gasoline. Doxine re-temper and improves the suction rollers. It will not rust metal or hurt the hands. Recommended by the best printers for cleaning and protection of half-tones. For sale by the trade and manufactured by the DOXO MAN'G CO., Clinton, Ia.

POSTAL CARDS.

PRICES and samples of post cards Write STANDARD, 61 Ann Street, N. Y.

BOOKS.

PATENTS THAT PROTECT—72 p. book mailed free. H. S. & A. B. LACEY, Patent and Trade-Mark Experts, Washington, D. C. Established 1869.

ADVERTISING MEDIA.

10 CENTS per line for advertising in THE JUNIOR, Bethlehem, Pa.

FROM eight rich fields, "33 Business Bringers," THE RELIGIOUS PRESS ASS'N, Phila., Pa.

HARDWARE DEALERS' MAGAZINE. Circulation 17,000 (©©). 253 Broadway, New York.

ADVERTISERS' GUIDE, Newmarket, N. J. A postal card request will bring sample copy.

THE EVANGEL.

Scranton, Pa.
Thirteenth year; 20c. agent line.

ANY person advertising in 'PRINTERS' INK to the amount of \$10 or more is entitled to receive the paper for one year.

THE TROY (O.) RECORD is not sold by dealers or newsboys on streets—95 per cent of circulation reaches homes. Average circulation in 1903 was 1,138; 1,000 inches, plates, n. r. m., within one year, \$40.00 net.

SHOW window instruction! Full course of lessons for the country merchant in The Cincinnati Trade Review. Send 25 cents for one year's trial subscription. THE CINCINNATI TRADE REVIEW, Cincinnati, Ohio.

CRABTREE'S CHATTANOOGA PRESS, Chattanooga, Tenn., 35,000 circulation guaranteed, proven; 150,000 readers. Best medium South for mail-order and general advertising. Rate, 25 cents a line for keyed ads. No proof, no pay.

T THE SMALL-CITY DAILY.

The properly conducted daily in the small city gets in close to the hearts of its readers. Its influence with its subscribers is great, and for advertisers it produces results out of proportion to its circulation. THE ZANESVILLE SIGNAL, Zanesville, Ohio, is such a paper. To H. Craig Dare, editor of Newspaperdom, two Zanesville advertisers write:

BAUER BROS.,
Jewelers and Opticians.

We consider THE ZANESVILLE SIGNAL the best daily paper in Southeastern Ohio. Its circulation is very big.

BAUER BROS.

THE H. WEBER, SONS & CO.,
Dry Goods.

We get splendid results from THE SIGNAL. THE H. WEBER, SONS & CO.

THE ZANESVILLE SIGNAL gives advertisers quality as well as quantity. We do not charge extra for the quality.

THE ZANESVILLE SIGNAL,
James R. Alexander, Publisher,
Zanesville, Ohio.

CARD INDEX SUPPLIES.

SAVE money by buying from the manufacturers. Index card supplies for all makes of cabinets.

STANDARD INDEX CARD CO.,
Rittenhouse Bldg., Phila.

NEWSPAPER BROKER.

\$18,000—Republican daily and weekly in county seat city 7,000 in Oregon, doing annual business of \$27,500, weekly pay roll of \$220. Will sell third or half interest. Write me for paying propositions. B. J. KINGSTON, Newspaper Broker, Jackson, Mich.

TYPEWRITER RIBBONS.

Ribbotype costs a little more than ordinary ribbons, but is worth more. One for 60c.; a coupon book good for five "Ribbotypes." \$2. Money back without talk if you are not satisfied. CLARK & ZUGALLA, 100 Gold St., N. Y.

FOR SALE.

FOR SALE—Stock about \$25,000. If you are interested, write for particulars to THE DIXON MERCANTILE CO., Dixon, Ill., who are retiring from business.

FOR SALE—One Monitor No. 4 Wire Stitcher—used four weeks; brand new and guaranteed new. Cost \$100; first check for \$75 gets it. THE D. J. GOFF LITHO. CO., Elkhart, Ind.

FOR SALE—One Advance Lever Paper Cutter, size 29½. Cost \$90; used two months. In first-class shape, guaranteed. Price \$75—f. o. b. THE D. J. GOFF LITHO. CO., Elkhart, Ind.

FOR SALE—A first-class job and newspaper plant in growing town of 3,500. Fully equipped and making money. Address C. H. WALLACE, Nampa, Idaho.

FOR SALE—A few Three Color Process Plates, in fine condition, suitable for Calendars, Blotters, Hangers, etc. Proofs on request and stamp. THE D. J. GOFF LITHO. CO., Elkhart, Ind.

FOR SALE—One 3-deck Scott Straight-line, 24-page press, with color attachment, good as new, four years old, print seven and eight columns. Reasons for selling, purchased new Hoe 32-page quadruple press. Address DES MOINES CAPITAL, Des Moines, Iowa.

FOR SALE—From 2,000 to 3,000 pounds of nonpareil type, at present set in form of mailing list, which we will sell at a reduced figure. For further particulars write

T. J. EDMONDS,
General Secretary F. A. A.,
Lawrence, Kansas.

FOR SALE TO SETTLE ESTATE—CONSTITUTIONALIST (country weekly), Democratic newspaper and job offices. Established 1868. Always successful. Cash receipts from Jan. 1, 1904, to Nov. 1, 1904, over \$4,000. Half is profit. Splendid equipment. Price \$3,000. G. ALLISON HOLLAND, Eminence, Ky.

JOB PRINTING PLANT FOR SALE—Very low price, easy terms. Has an Cottrell stop cylinder presses, in good condition and doing best quality of work; Gordon quarter and eighth-medium presses; one new, large Childs Acme cutter; chases, imposing stones, cases, frames, etc. No type. REPUBLICAN PUBLISHING CO., Meriden, Conn.

ADDRESSING MACHINES.

ADDRESSING MACHINES—No type used in the Wallace stencil addressing machine. A card index system of addressing used by the largest publishers throughout the country. Send for circulars. We do addressing at low rates. WALLACE & CO., 29 Murray St., New York; 1310 Pontiac Bldg., 358 Dearborn St., Chicago, Ill.

THE STANDARD AUTO ADDRESSER is a high speed addressing machine, run by motor or foot power. System embodies card index idea. Prints visibly; perforated card used; errors impossible; operation simple. Correspondence solicited.

B. F. JOLINE & CO.,
125 Liberty St., New York.

ILLUSTRATIONS.

SIGNATURE CUTS. Stamp for folder. CARVETH, Artist, 8, 1613 Wabash Ave., Chicago

ELECTROTYPE.

WE make the electrotypes for PRINTERS' INK. We do the electrotyping for some of the largest advertisers in the country. Write us for prices. WEBSTER, CRAWFORD & CALDER, 45 Rose St., New York.

ADVERTISEMENT CONSTRUCTORS.

FRED W. KENNEDY, 171 Washington St., Chicago, writes advertising—your way—his way.

THE better class of cuts and advertisements for Banks, for retailers. THE ART LEAGUE is now at 606 Broadway, New York.

RETAIL ADVERTISING is my specialty. Let me write yours. I can increase your business. GEORGE L. BRYOBS,
2835 Wyoming St., St. Louis, Mo.

ADVT. WRITING—nothing more.

Been at it 14 years.
JED SCARBORO,
557a Halsey St., Brooklyn, N. Y.

BOOKLETS and Folders printed to bring you business. Tell us just what you want and you'll get it. AMERICAN PUB. CO., Makers of Modern Factory and Commercial Printing, Columbus, O.

Booklets, eight pages, nice paper, written and printed, \$14.00 for 1,000, \$50.00 for 5,000. Send for sample.

LOUIS TINK, JR.,
Maker of Profitable Business Literature,
Fifth Street, near Chestnut,
Philadelphia.

AN IDEA MAN

we have secured for those who wish good a 'vg. His superior work we have been familiar with for fifteen years. If you need a "something" but don't know just what that "something" is—whether booklet, folder, striking trademark or pulling newspaper or magazine ad—write to "IDEA MAN," Printers' Ink Press, 45 Rose St., N. Y. CITY. Enclose \$2 as a nominal guarantee of good faith for a thoughtful letter of advice.

'T to be "unusual" in one's advertising matters—'tis not even a misdemeanor when that "unusualness" is limited to a distinctly pertinent, entirely decorous and pleasing originality, shunning, as it religiously should—nay, as it must, to succeed—any suggestion of buffoonery, "horse-play" or "funny-ness." A goodly company have discovered of late years that entirely decorous and absolutely self-respecting publicity need not be dull or prosy, and that as a circulating medium good honest "red-blood" talks are vastly more potent than stereotyped bombast or its modern equivalent, "Hot Air." I've made lots of advertising things that illustrate precisely what I'm talking about, and possibly some of them might interest you. If you think so, I shall be pleased to have you write me, but not on a Postal Card. No. 36, FRANCIS I. MAULE, 409 Sansom St., Phila

Advertising Agencies.

Advertisements under this head, two lines or more 20 cents a line. Must be handed in one week in advance. Display type may be used if desired.

CALIFORNIA.

GOLDEN GATE ADVERTISING CO., 3400—3400 Sixteenth St., San Francisco, Cal.

BARNHART AND SWASEY, San Francisco—Largest agency west of Chicago; employ 40 people; save advertisers by advising judiciously newspapers, billboards, walls, cars, distributing.

CURTIS-NEWHALL CO., Los Angeles, California. Estab. 1896. Place advertising anywhere—magazines, newspapers, trade papers, out-door. Effective ads. Marketing plans. PACIFIC COAST ADVERTISING, 25c. copy; \$2 year.

DISTRICT OF COLUMBIA.

25 FOR 2-line Want Ad in 15 leading dailies. Send for lists and prices. L. P. DARRELL, ADVERTISING AGENCY Star Bldg., Wash., D. C.

MISSOURI.

H. W. KASTOR & SONS ADVERTISING COMPANY, Lafayette Building, St. Louis, Mo.

NEW JERSEY.

MAIL order advertising a specialty. THE STANLEY DAY AGENCY, Newmarket, N. J.

NEW YORK.

O'GORMAN AGENCY, 230 Broadway, N. Y. Medical journal advertising exclusively.

DORMUS & CO., Advertising Agents, 44 Broad St., N. Y. Private wires, Boston, Phila., etc.

ALBERT FRANK & CO., 35 Broad Street, N. Y. General advertising Agents. Established 1873. Chicago. Boston. Philadelphia. Advertising of all kinds placed in every part of the world.

NORTH AMERICAN ADVERTISING CORPORATION, Woodbridge Building, 100 William Street, corner of John, New York. A reliable, "recognised" general advertising agency, controlling first-class accounts. Customers pay a fixed service charge on the net prices actually paid by the Agency.

OHIO.

CLARENCE E. RUNY, Runey Bldg., Cincinnati, O. Newspaper, Magazine, Out-door Advertising. Printing, Designing, Writings.

PENNSYLVANIA.

THE H. L. IRELAND ADVERTISING AGENCY, (Established 1890), 925 Chestnut Street, Philadelphia.

FOLEY & HORNBERGER Advertising Agents, 1208 Commonwealth Bldg., Phila. "Less Black and White, and more Gray Matter."

RHODE ISLAND.

O. F. OSTBY AGENCY, Providence-Bright, catchy "ad ideas," magazine, newspaper adv.

TENNESSEE.

GREENWOOD ADVERTISING COMPANY, Office and Plant, Knoxville, Tenn. Designers and Mfrs of Painted Advertising. Out-of-door Work Contracted for. Street Bulletins, Wall, Fence and Cut Outs. Distributing and Sign Tacking.

CANADA.

INCREASED appropriations for Canada are the rule with American Advertisers. We can achieve results through intelligent selection of best mediums which no agency outside of Canada can do. Write us. THE DESBARATS ADVERTISING AGENCY, Ltd., Montreal.

'Bout "Himself" and "His Work"

The First Edition of "Excerpts from His Scrap Book" is exhausted; Second Edition now on the press. If your name arrives in time, accompanied by Five Red Stamps, copy will be mailed you by

FRANKLYN HOBBS,

Composer and Editor of Advertising Letters, at the "Letter Shop" in the Caxton Block, Chicago.

100,000 PICTURES

Carbon Gravures, peculiarly suited to premium purposes, to be disposed of before January 1.

CAUSE:—Closing out of fine line to make room for a finer one.

RESULT:—Our loss; your gain. Details by correspondence.

THE ALFRED S. CAMPBELL ART CO., Flatiron Bldg., N. Y. Elizabeth, N. J.

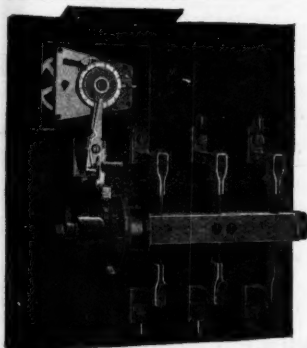
Continuous Counter Check-Books

Patent for such soon running out, we offer the

American and Canadian

Patent of far improved and better machine for sale.

Apply to Moriz & Kummer, Berlin C. 25, Germany.



YOU all asked for a Reliable Time Switch to run 8 days with one winding and turn your Electric Signs or Window Lights on and off at any time you set it.

WE Manufacture the Switch and Guarantee It.

Our Guarantee is good, and so is the Switch. We manufacture Electric Signs of all Porcelain Letters.

Standard Sizes 35-50-75-100 Amperes.
2 or 3 Wire Systems.

AMERICAN ELECTRIC SIGN CO.

New York Office, 1265 Broadway.

133 Summer St., Boston, Mass.

(WRITE FOR PRICES.)

From the Far West

OFFICE OF GEM STATE RURAL PUBLISHING CO.,
CALDWELL, IDAHO, November 14, 1904.

Printers Ink Jonson, New York City:

DEAR SIR—You will find inclosed our check for \$17.00, covering order sent herewith. I may say in conclusion, that—after a thorough test of your inks—our foreman advises me that they are superior in every way to those we have been paying from two to three times as much for, and he requested me to order *Jonson's* inks exclusively hereafter. Yours truly,

J. H. GIBSON, Business Manager.

The above order weighed about 120 lbs. and the freight charges on same amounted to about \$4.00. If it had been ordered from any of my competitors in the West, I am willing to wager it would have cost the Gem State Rural nearly \$50.00, while my goods cost them about \$21.00. Send for my price list and compare it with what you pay for inks on credit.

ADDRESS

PRINTERS INK JONSON

17 Spruce Street,

New York.



Advantages of Double Ad-Service.

General advertisers should be interested in the composite or double service—a new development of much importance in magazine and newspaper advertising.

We have affiliations with leading agencies which make it possible to secure what is practically a double agency service at no additional cost.

The advertiser availing himself of this arrangement secures Ethridge Company plans, illustrations and copy as well as the regular service of the agency placing the business.

There are many highly valuable advantages to be gained by this unique arrangement, and we would like to explain them to every interested advertiser.

THE GEORGE ETHRIDGE COMPANY,

No. 33 Union Square,

New York City.

HOLIDAY ADVERTISING.

By Joel Benton.

The time was—and it was not so very long ago—that the gifts distributed in the Autumnal and Winter holiday period were somewhat moderate in number and were composed mainly of articles made for "gifts." They passed from relative to relative, or between closely intimate friends, simply as expressions of holiday good feeling. Very often—and usually one may say—they were highly ornamented gimcracks, having glitter and color and glare, and were only useful as tokens.

Of course this sort of goods is still largely in evidence and will probably never be absent. For the spectacular quality of these temporary wares appeals to childhood and even to many of the so-called "young-folks" with more force than something solid and useful can command.

But the great changes in recent years in holiday giving, which are marked, are these. The gifts go now from everybody to everybody and they are, in numberless instances, things of practical use.

The result is that there is not a shop, store, or bazaar, dealing in anything—even in stoves or automobiles—that cannot announce its trade as catering to holiday presents. A stove, or a roomful of furniture, or sets of crockery, or a typewriter, or things wearable—no matter how heavy or unattractive in mere color and outline—are all adapted to the holiday generosity. Whereas, the jewelry and candy stores, and a few others, used to pretty nearly monopolize attention from the holiday gift buyers.

To these dealers who understand this evolution of giving, there is a tide that, properly attended to, will lead them to much profit, if not to absolute fortune. It has, in fact, been very noticeable for some years that the traders in all commodities have seen their opportunity (which is soon to come again) and have brushed and be-decked their windows with artistic effect, to catch the eyes of the passers by.

Perhaps it is the window hitherto has won the most attention in an advertising way, but there is much that can be said, as well as shown, by those who care to fish for the holiday customer. Make the window as beautiful as possible, to be sure, for this calls people out and pleases them while they promenade. The snow scenes, and the Santa Claus with his reindeer and sled, we would not any of us like to miss. I think each year that they, and other spectacular shows not dissimilar, have made their intended impression well.

But the newspaper page and the car panels should not be skipped. They can lend themselves to ornament, and even to a more exalted phrasing, for holiday use and suggestion to an extent I have not seen attained as yet. Give some artist a little leeway with the Holly and the Mistletoe wreath, and with the other varied paraphernalia that go with the traditional Christmas, and the element of public attention can be successfully catered to.

No matter how unlikely it is that any line of goods may draw, as things for gifts, they can often be made to draw by a suggestive announcement happily pictured or worded. If you wish to have the holiday pocket-book arrive at your counter, give the shelves of the store, as well as the whole advertising of it, a holiday look.

There is no doubt but that the gospel of Use is still a paramount one, though in holiday matters formerly it has been displaced a good deal by the appeal to the eye, and to supposed beauty, or to humorous grotesqueness.

But it takes a good story in print, or in picture, to wake up the practical mind. And it is the practical instinct that will pay well for its satisfaction when it is once shown how it can be best gratified.

I would not have the show window shown in the least of its beauty. The finer it can be made to look the better. It is really an immense factor in the successful solicitation of holiday trade. But it should be reinforced by vigorous and skillful advertising

—Don't Forget—

that The Booklovers Magazine is advancing its advertising rates because of its increased value as an advertising medium. You need not pay this new rate for twelve months to come if you place your order now. Ask your advertising agent to protect you for 1905. He knows what has brought about the phenomenal growth of The Booklovers Magazine during the past two years. The present rate is \$150 a page until February sixth (closing date of March number); after that the rate will be \$200 a page.

Write us on your business letter-head for a copy of the December number.

The Booklovers Magazine

Advertising Department:

1323 Walnut St., Philadelphia

THE MINT

Makes money without advertising. No one else can. We offer the readers of **Printers' Ink** our 60-page catalogue of mailing lists, samples of **imitation type-written letters**, letter-heads, envelopes, etc., **free**. Having been engaged in this business for 24 years, we are experts and have perfected the only system for furnishing **Imitation Type-writing**, so closely resembling the original that they are used by Banks, Wholesale Houses, Manufacturers and others as personal letters. Our **mailing lists**, corrected weekly, consist of all classes of people subdivided under their proper headings, such as Merchants, Manufacturers, Bankers, Farmers, Ladies, Teachers, Investors, Mail-Order Buyers, etc. Ask for information regarding anything you want or contemplate doing in the circular advertising line. Send **to-day** for our **catalogue**. You would not let it pass out of your possession if you could not secure another.

Trade Circular Addressing Co.

Established 1880.

Long Distance 'Phone Central 1341.

Automatic 5341.

125 Clark Street
Chicago, Ill.

Mention PRINTERS' INK.

NURSING THE SMALL ADVERTISER.

Pregnant, inspiring words can be written on the subject of fostering and cherishing the small newspaper advertiser. "Great oaks from little acorns grow." Advertising agencies can be reminded that the small advertiser of to-day will be the great advertiser of to-morrow, and the newspaper publisher can be cussed because he crowds a twenty-five line single column clothing ad down into a corner where it looks like a space-holder. Bringing up small newspaper advertisers by hand on paper is the easiest thing in the world.

As a matter of experience, however, the small local advertiser is often a thankless proposition. It is difficult for the advertising agent to handle small advertisers profitably. Even in New York City, with its high space rates, a retailer can make a respectable showing in one good paper three times a week for as little as \$40 per week. Appropriations within this limit are spent regularly and profitably by some hundreds of small clothiers, shoemen and other retailers along the minor avenues. The agent's commission on such accounts is but \$4 or \$5 a week. Each small retail account needs as much attention as one a hundred times larger. Copy must be written three times a week, display arranged, proofs shown and approved. The small retail advertiser feels, rightly enough, that he ought to have as much attention as the big advertiser, or more, because his advertising means so much to him in proportion to his business. An agent who has three or four such accounts usually has his hands full. Another factor that prevents the nursing of small advertisers by agents is the refusal of papers in most cities to pay commissions on local business. Be he ever so conscientious, there are mornings when the agent, going forth to his grand work of creating advertisers where none existed before, will feel that small clients ought to be nursed with an ax. Few agents make a

success of this creative work. One of the most successful Philadelphia agencies has a regular system for taking care of small retail accounts, handling them not on commission, but on salaries paid by the client. This agency has a force of reporters, like a daily paper, who go out every morning and gather store news from minor advertisers. The mass of items gathered is then turned in to a desk man, put into shape for publication, edited by the head of the agency, and sent in to the papers. But this agency is almost alone in its field.

The true nurse of the small advertiser is the newspaper publisher. Even he, however, finds the little retail account an unprofitable kind of business during the period when soliciting must be done. The field is usually abandoned or left to take care of itself after considerable money has been spent in creative work. Publishers who have put small accounts on a paying basis say that six months or a year of work without results is necessary before a respectable showing can be made, and even when small advertisers have been coaxed into the paper and are getting profitable results from their publicity they are by no means stable. When it has been demonstrated to their satisfaction that newspaper advertising pays, they want to split their petty appropriations, going into other papers. The advertising is soon spread so thin that there are no results. Every small advertiser, apparently, has to live through this period for himself, learning the hard lesson that \$40 or \$50 a week will bring good results in one paper, but none whatever in two or three. After they have been through the ordeal, however, the paper that originally persuaded them to advertise can hold the business. It is a long, costly, roundabout process. Only the publisher can afford to follow all the vagaries and turnings of the small advertiser during the season when he is learning what's what.

A NEAT pocket catalogue of jewelry novelties from the J. Arthur Co., Cleveland, is notable for brevity and completeness.

COMMERCIAL ART CRITICISM

BY GEORGE ETHRIDGE, 33 UNION SQUARE, N.Y.

READERS OF PRINTERS' INK WILL RECEIVE, FREE OF CHARGE, CRITICISM OF COMMERCIAL ART MATTER SENT TO MR. ETHRIDGE.

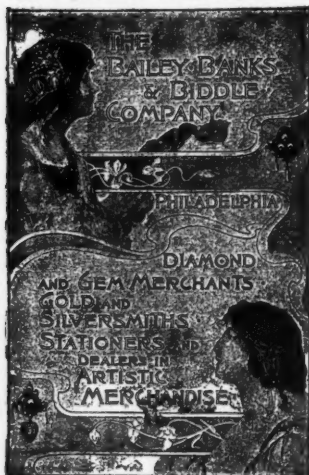
There are weak half-tones and strong half-tones, and the former should never be used in magazine work. Half-tones which are to run in all sorts of magazines should have elements of strength; they should have strong, high lights, and as a contrast they should have blacks which come as near being solid as the screen will permit.

The Bailey, Banks & Biddle advertisement, marked No. 1, did not show up at all in the magazine in

have used plain black and white,
as in No. 2.

* * *

This advertisement of the Atlas Clothing Co. reads well but does not look well. The man with the overcoat should be given more



and nobody supposes that it does. Even if it does it would not go to prove that this company makes any better overcoats than it would if it occupied a two story building in York, Pa. Clothes are the things advertised. Real estate has nothing to do with the question whatever.

Here is an advertisement of the Foster Rubber Co., occupying a half page in a December magazine. It is a queer-looking thing, but good, nevertheless. The illustration presents the usual ridiculous features of a photograph of a person taken in that position. The queer appearance of the advertisement catches the eye and the typo-



graphy and general arrangement are excellent.

A similar advertisement insofar as the article advertised is concerned, is the Adams & Ford ad also reproduced here. This is a good ad in its way, but the young man does not seem to fit. He perhaps attracts attention, but he is hardly worth the space he occupies. Whether or not he is wearing the invisible rubber cannot be told from the picture, therefore he is of no value except as display. This question of the use of human figures is always a troublesome one. Of course the picture of a pretty woman is always in order, but it is different with a man. Anyway, the figure shown has nothing to do with the article advertised, and bears no possible relation to the subject of the copy. Its use is open to adverse criticism.

An exception may be made in the case of a trademark figure or a figure that possesses human interest and runs regularly in a series

of advertisements, thus becoming familiar to the public and possessing a peculiar value on that account.

An excellent sample of this class of publicity is the series of the Merrell-Soule Co.'s advertising "None Such Mince Meat," now appearing in the magazines and women's papers. In this series, a young woman called Miss Nonesuch, who, by the way, is copied after the picture appearing on the None Such package, accompanied by a woman called Mrs. Briggs, a thinly disguised Mrs. Wiggs, of

the Cabbage Patch, is making a trip to the various parts of the world where the ingredients of None Such Mince Meat come from. The illustrations show them at the various places where these ingredients are procured and the copy is conversational—an explanation by Miss Nonesuch of the way the mince meat is made. Each advertisement refers to the trip to be taken next month, thus forming a connected series interesting as to both illustration and copy.

BESIDES reliable information about spectacles and eye-strain, the *Optical News*, a monthly store paper published by John W. Jarvis, optician, Buffalo, gives general optical information of popular and scientific interest. Few business periodicals are so authoritative editorially.

READY-MADE ADVERTISEMENTS.

Readers of PRINTERS' INK are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

"Christmas" is a word to conjure with; when a chair or a lamp or a pair of red mittens becomes a Christmas chair, a Christmas lamp or a pair of Christmas mittens, it is transformed at once from an ordinary every-day article of commerce to a vehicle for the expression of friendship, love and good cheer, and takes on an attractiveness that it can possess at no other season. That's one reason why the word Christmas should be used very liberally in your advertising from now to December 25th—why it should be used in connection with everything under the sun that could or should be used as a Christmas gift. For it must be remembered that the humble things of every-day use that, in one family would be regarded as necessities and hardly possible as gifts, would, in another family, be considered most appropriate and the very highest expressions of thoughtfulness on the part of the donors. To many a housewife who does her own work and has never known the labor-saving possibilities of a carpet sweeper, that article would be welcomed with as much warmth as a diamond ring might elicit in the household where servants and carpet sweepers are taken as a matter of course. You should publish lists of everything in your stock that might furnish a helpful hint to the perplexed gift buyer, or direct to your store the person who knows what to buy but doesn't know where to buy it. There should be lists of suitable gifts "For Grandpa," "For Grandma," "For Father," "For Mother," "For Boys," "For Girls," "For the Husband," "For the Wife," "For Sweethearts," and so on, quoting prices or the range of prices. Then there might well be other lists of "Christmas Gifts that \$1 Will Buy," "What \$2 Will Do," etc. Keep in mind that Christmas is the one time in all the year that many

people choose for doing little acts of charity, and, under the guise of Christmas gifts, do not seem like charity to those who receive them, and are welcomed, when at another time wounded pride would take the keen edge from the enjoyment of giving and receiving alike. That's when the coal dealer, the grocer and the dry goods and clothing people come in; and such charitably disposed persons as I have mentioned should be appealed to by merchants in these and many other lines. Some stores have awakened this spirit to the mutual profit of themselves, their customers, and the needy poor by starting a Christmas box by liberal contributions from their own stocks and advertising to distribute their own and their customers' contributions through the charitable institutions of their towns. Under certain conditions a small discount might be allowed, as the firm's contribution, to purchasers who are giving from charitable motives, reserving the right to deliver all such goods yourself. Begin your Christmas advertising right now. Point out the advantages of early buying; of choosing from unbroken stocks and before the crowds make choosing and buying more difficult and tiresome. Tell how much easier purchases made now can be exchanged if necessary, than those which are delayed till the eleventh hour. Offer to lay things aside on payment of a reasonable deposit for delivery at the purchaser's pleasure. In short make Christmas buying easier and more pleasant at your store than elsewhere; if you can, tell why it is so, and for mutual benefit urge early buying. Print, occasionally, or as a part of your regular ad, a word to those who received presents last Christmas from wholly unexpected sources, with a gentle hint that now and here is the opportunity to reciprocate and avoid the possibility of further embarrassment in that quarter. And rein-

force your ads by attractive window and counter displays, letting the Christmas spirit, the spirit of cheerfulness and liberality, animate every part of your store. If you can make it contagious, cause it to beam from the faces, and find expression in every action of your sales force, so much the better for you and them, for it will make a difference not only in actual immediate dollars, but in the impression that will make or unmake many future sales.

A Good Bank Ad From the Sioux City, Neb., Daily Tribune.

Look Ahead

To-day is your opportunity. While in health prepare for the to-morrow of sickness, adversity, old age and the many other ills that human life is heir to. An account opened with this bank and consistently followed up will bridge a great many of the troubles and make old age a delight.

We pay 4 per cent compound interest on any amount.

WOODBURY COUNTY
SAVINGS BANK,
Sioux City, Nebraska.

In a Paper Where Good Ads Are the Rule—the Philadelphia Bulletin—Allison's Ads Are Always Attractive.

Why Not a Tuxedo Coat?

We're selling a beautiful one just now for \$15; together with one of our mer-cerized white waistcoats at \$4, you're ready for the season's swellest dinner at the Bellevue-Stratford. A whole Tuxedo Suit costs the same as a dress suit—\$25. A Tuxedo Coat and Vest for \$18; Dress Trousers \$6; White Vests at \$3 up. All of our full dress clothing will fit you perfectly—and the black will stay black as long as the suit lasts. The half century reputation of the Allison store is positive assurance of that.

If you don't want to muss your dress suit, one of our big roomy Raincoats will prove the thing—\$15 up. Varsity suits—\$12 up.

ALLISON'S,
922-924 Market St.,
Philadelphia, Pa.

This Excellent Ad From the Philadelphia Bulletin, Calls Attention to a Promising Field That is Practically Untilled Outside the Large Cities.

The Juvenile Shop

Two points of view:

For you—not to know the character of "The Shop's" garments is to fail to realize your best advantage in fitting out the children.

For us—not to quote our moderate prices is to forego our chief claim to your consideration.

Overcoats, \$5.50; 2½ to 7 years.

Tourist Coats, \$10.00; 10 to 16 years.

School Suits, \$5.00.

W. H. EMBICK & SONS,
1620 Chestnut Street,
Philadelphia, Pa.

A Christmas-Gift-On-Credit Proposition.

A Suit or Overcoat

FOR THE SON

The boy would appreciate a nice Suit or Overcoat as a Christmas gift and it would not be a useless waste of money as many presents are.

You know what our clothing is—good material, skillful cutting, excellent tailoring and stylish in every respect.

At present our stock is a grand showing of up-to-date clothing and being manufacturers the middleman's profit is not added to our prices.

If you haven't the cash you have the credit.

PEOPLE'S CREDIT
CLOTHING CO.,
Hartford, Conn.

One From a Bunch of Good Ones From the Manayunk, Pa., Review, Written by Mr. E. R. Mustin, of Tioga, Phila.

Largest "Grocery" in the Ward.

Genuine Norway Mackerel

Just in—a fine display of the best Imported Norway Mackerel. Large, fat, tender and full of white meat. Very delicious in flavor and not too briny. An excellent, healthful breakfast food for these cool, frosty mornings.

SIMEON WILDE,
Sumac St., Wissahickon, Pa.

You'll Look a Good While for a Better Oil Heater Ad.

That Cold Room

—the one without register or radiator, and the room that you can't get above 60 deg. when the wind's in the north, can be made comfortable by using a Miller Smokeless Oil Heater.

Oil is cheaper than coal you know.

This heater is a radical improvement over the old style. Doesn't smoke nor smell, nor will the flame climb after once fixed.

\$3.50

The very thing for the sick room. Useful in heating water. Can be carried anywhere with perfect safety and heats a room in a few minutes.

Easy to clean and fill and neat enough to stand in the best room of the house.

The Blount Door Check closes the door automatically and noiselessly. May we put one up for you?

SHANNON,

Hardware,

816 Chestnut St.,
Philadelphia, Pa.

Another Small Space Well Used.

Dollar Carvers

For your Christmas turkey. The best yet. Genuine stag handles, with ferrule—guaranteed blades—\$1.

JOHN B. ESPEY,

Hardware, 1010 Pa. ave.
Washington, D. C.

Quite Effective for a Small One.

Leather Gifts for Ladies

Don't wait for the Christmas crowds—much nicer to pick out the leather gifts now—you have better choice and more leisure.

Ladies' Pocket Books, 25c. to \$10. Ladies' Card Cases, 25c. to \$5. Ladies' Purses, 25c. to \$2. Ladies' Jewel Boxes, \$1 to \$5. Ladies' Music Rolls, \$2 to \$20. Ladies' Writing Tablets, 75c. to \$8.

And hundreds of other equally desirable and inexpensive gifts for ladies.

KNEESSI,

Washington, D. C.

A Hint for Photographers, From the Washington, Pa., Daily Reporter.

Photos For Christmas

It is high time that those who contemplate having photographs taken for the holiday season, arrange for sittings and thus avoid the rush that always prevails at this well-known studio for several weeks previous to Christmas.

J. R. Hallam has just returned from St. Louis, where he attended the National Convention of Photographers at which he was one of the exhibitors. During the convention he came in touch with many new ideas in photography which he will incorporate in his work during the coming season.

HALLAM THE PHOTOGRAPHER,

48 N. Main St.,
Bell 'Phone 21-R.
Washington, Pa.

An Attractive Description is Half the Battle. This One, Clipped From the Philadelphia Bulletin Seems Fairly Irresistible, Yet it Isn't in the Least "Flowery."

Those Finest of All—French Handkerchiefs

If you can imagine the finest embroidery possible, following tiny and delicate designs of flowers; or a shield with a plain capital letter mounted on the drawn-work center; or the smallest and finest of scrolls with drawn-work centers—all done on linen so fine and sheer that you could easily match colors through it—you'll have a good idea of the exquisite handkerchiefs France has sent us for the holidays. 50c., 95c. up to \$10 each.

But those whose beauty is in the weave, and fineness of the heavy linen—barred and figured—are as fine in their way at 85c.

To-morrow would be a good time to look through them, for as Christmas approaches, the variety may not be so good.

BLUM BROTHERS,
Philadelphia.

One of the Right Sort, From the Washington, D. C., Star.

We Solicit Your Jewelry Account

The unique feature of this business is that you can buy the finest Diamonds and other gems, watches and jewelry at prices at least 25 per cent under the prevailing prices for like qualities, and you pay the bill in small sums weekly.

The stock at present is full up to the very limit for the Christmas trade. It is well to select goods early. We're glad to lay aside any purchase for future delivery.

CASTELBERG'S,
Reliable Jewelers and Opticians,

935 Pa. Ave.,
Washington, D. C.

Good Scheme.

If You Can Dress a Doll Best

—there's a \$49.50 present for you in the doll store. There are 24 other presents for "next bests."

The contest is just an incentive to get the work of dressing dolls out of the way before the great Holiday Rush.

SEE THE GRAND COLLECTION OF PRESENTS TO BE GIVEN.

4th floor, where in the opening sale of undressed dolls we can save you one-quarter or more. Do it tomorrow.

S. KANN, SONS & CO.,
Washington, D. C.

Add "Christmas" to the Headlines in This One from the Washington, Pa., Daily Reporter, and See How Much Stronger It Will Be.

Toilet Sets

of three pieces, mirror, brush and comb, sterling silver, silver-plated or china-backed, make most acceptable Christmas gifts—useful, ornamental and pleasing.

The season's newest designs, \$4 to \$16.

H. U. SEAMAN CO.
Watchmakers—Jewelers.
52 South Main Street,
Cat-a-Corner from the Court House.
Washington, Pa.

Urges Early Buying.

The Toys Are Ready

For you now, down in our big basement toy department. They're not all in yet, to be sure, but there are more here, now, than you'll find in any two other toy stores in town.

It's a good idea to do your toy buying as early as you can, for while we'll be getting more toys every few days, right up to Christmas, there are some splendid toys here that we'll probably not duplicate this season.

Come in and look around, anyhow—see what a lot of good toys we've gathered for you, and how reasonably they're priced.

JAMES McDONALD,
260 Main Street,
Danbury, Conn.

A Good One That Rogers, Peet & Co. Printed Years Ago.

There's a time for everything—even Christmas shopping.

Now you've time to choose, time to be waited on, time to change your mind.

The big and little things for sock or stocking gifts.

House coats, smoking jackets, bath robes, sweaters, mackintoshes, gloves, rugs, pajamas, neckwear, handkerchiefs, umbrellas, jewelry, canes, suspenders.

ROGERS, PEET & CO.,
New York City.

This One From the Lynn, Mass., Evening Star, Can be Turned Into a Good Christmas Offer.

A Free Turkey

With a Glenwood Range from now until Thanksgiving day.

Each purchaser of a Glenwood Range will receive a fine turkey free of charge. This offer is made to prove the baking and coal saving qualities of these famous ranges.

Glenwood Ranges will make your cooking easy, your meat juicy, your pie crust flaky, your cookies crisp and your bread light.

A. A. FRENCH,
155 Market Street,
Lynn, Mass.



"An Oak is not fell'd at one chop"

and a business is not built up by advertising in papers of small circulation.

☛ If you want to reach the largest number of people at a minimum cost, put your ad. in

LANE'S LIST

The Original Mail Order Papers

☛ The five papers known as LANE'S LIST have a combined circulation of 710,000 copies a month.

☛ Your ad. can go in *all five* papers for *one* rate.

☛ LANE'S LIST goes entirely to country people—those who buy by mail.

☛ Write for sample copies and rates to

LANE'S LIST, Inc.
Augusta, Maine

New York
707 Temple Court

Chicago
1635 Marquette Building